



## Feasibility Study

# STRENGTHENING FREE, INDEPENDENT AND PROFESSIONAL JOURNALISM IN ETHIOPIA



This study has been commissioned by the Swedish Embassy/Sida in Addis Ababa and carried out by the Fojo Media Institute.

Fojo Media Institute is Sweden's leading centre for professional journalism training and international media development support, with a mission to strengthen free, independent and professional journalism. Fojo is an independent institute at the Linnæus University. The legal status is as a State authority (Non-profit Public Sector University) with special competence in media development.

Fojo Media Institute was founded in 1972 and has since 2011 been fully integrated with Linnæus University. The Institute has a special mandate to support free, independent, professional media, nationally and internationally.

For more than 40 years, Fojo has been the foremost institute for mid-career training for Swedish journalists, and has since 1991 emerged as the top Swedish media development organisation working internationally. Over 24 years, Fojo has built capacity for 50,000 journalists from more than 100 countries and supported the establishment of journalism training institutions and media centres in a large number of countries.

Fojo is presently active in around 20 countries in Sub Saharan Africa, Eastern Europe, South Asia and South East Asia.

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## Introduction

Freedom of expression is a fundamental element of the Universal Declaration of Human Rights, and is widely seen as underpinning democratic freedoms. Professional media as well as social media are crucial to the exercise of freedom of expression because they provide platforms through which this right can be exercised.

It is equally apparent that sometimes the media may serve to reinforce the power of vested interests and exacerbate social inequalities. The media may also promote conflict and social divisiveness, where the example from Rwanda's genocide stands out as one historical example. Reversely, concepts such as "conflict sensitive journalism" is being taught and practised at a larger scale, taking into account both the safety of the individual journalist as well as the larger context, striving not to stir up unnecessary conflicts while sticking to trustworthy, truthful and accurate journalism.

The key question for those concerned with issues of free expression, good governance and human development, then, is how to nurture a media framework and practice which contributes to democracy and freedom of speech, but at the same time caters for peace, stability, economic development and reconciliation.

In light of the above, the aim of media development efforts can be expressed as promoting "a media environment characterised by freedom of expression, pluralism and diversity, with laws restricting media freedom narrowly defined and limited to those necessary in a democracy, and with legal provisions that ensure a level economic playing field." (UNESCO, 2008)

UNDP states in its recent project agreement with the Ethiopian government that, given "the development challenges associated the government and development partners need to prioritize interventions towards state-building, addressing social and economic disparities and promoting inclusive governance and democratic participation in national development at all levels. In so doing, however, there must be a deeper recognition of the national context and ensure that interventions in these areas deliver benefits that support the country to deepen democracy, accommodate diverging voices and ensure participation in ways that also strengthen social cohesion, national consensus and sustain stability."

This is one of the most critical development challenges that Ethiopia needs to confront as it moves ahead toward its vision of ensuring "*citizens' participation, transparency and accountability, rule of law and justice, effective service delivery, consensus building and the full expression of the media*", as reflected in the GTP II." (UNDP, 2017)

## Swedish Development Cooperation Policies

The study has been guided by the following steering documents:

1. The Swedish Strategy for Development Cooperation with Ethiopia, 2016-2020 that aims to contribute to a better environment, limited climate impact and enhance resilience to climate change, as well as improved opportunities for citizens to make use of their rights. Sweden is to identify agents of change that can contribute to the positive development of society. These may include among also cultural organisations, religious communities and media. Sweden's support should contribute to broader participation, increased access to information, transparency and accountability. Furthermore, Sweden is to help strengthen the development of democracy, increase respect for human rights and strengthen the rule of law in Ethiopia. Sweden's activities are to focus on strengthening scope for participation and capacity for accountability, access to legal aid, freedom of expression and women's and girls' rights. Increased pluralism in and quality of domestic media as well as increased access to information and communication platforms are important.

2. The “Human Rights, Democracy and the principles of the Rule of Law in Swedish Foreign Policy (2016)” mentions the importance to promote a democratic media landscape and to strengthen the right to access to information as well as increasing the safety of journalists.
3. The “Swedish Government’s Policy for Development Cooperation and Humanitarian Aid” (2016) stresses the importance of free, independent media, demanding accountability. Protection of journalists, support to education as well as media literacy initiatives are prioritized. The Internet and new media is given great importance, development cooperation should therefore be guided by support to a free, open and secure Internet, where laws and institutions are designed to ensure the Rule of Law. However, the Policy also emphasises the need to meet increasing propaganda and disinformation campaigns.
4. Finally, the study and the proposed entry points are aligned with the SDGs, particularly SDG 5,16 and 17.

## Methodology, purpose and scope

The methodology of this study is based on a review of selected literature, studies and related material as well as interviews with representatives of the media sector, government and civil society, in Ethiopia and in the diaspora. (see pages 34-37). The interviewees were selected to represent different government, private and diaspora based media outlets as well as government representatives, civil society and private sector representatives with responsibilities related to media and freedom of expression, gender and human rights.

The purpose of the study is to increase the knowledge about the media landscape in Ethiopia and to identify potential entry points for Swedish support in line with the Swedish strategy.

The study is not academic to its nature, or claims to present all answers on how to best design media support in the contemporary Ethiopian context. It should rather be seen as a basis for further discussions on challenges and potential entry points for support that can improve freedom, independence and professionalism of the Ethiopian media.

The study thus intends to contribute to:

- Better understanding of the conditions for supporting structures for the strengthening of free, independent, professional media in Ethiopia, contributing to transparency and accountability, access to information and freedom of expression.
- Strategies, entry-points, approaches and activities proposed to strengthen free, independent, professional media and journalism in Ethiopia contributing to transparency, accountability, access to information and freedom of expression.

The scope of this study thus differs from the Government Communication Affairs Office’s (GCAO) request to the EU-delegation to Ethiopia, (March 2017), as this request mainly focuses on government communication. However, there are several areas that coincide:

- The GCAO has among its objectives to ensure “the expansion of a modern, accessible and multi-faceted media in the country”.
- The proposal states that “access to information is critical for enabling citizens to herald their voice, to effectively monitor and hold government to account, and to enter into informed dialogue about decisions, which affect their lives”.
- The proposal also identifies a lack of ample understanding of the Media and Information Freedom Proclamation (among civil servants) as well as a lack of capacity among media professionals to promote good governance and to create a system of transparency and accountability by carrying out investigative reporting. The analysis also implies a general lack of professional, vocational competence among media professionals that

- needs to be addressed.
- Finally, the proposal stresses the importance of designing systems to help identify knowledge, skills and professional shortcomings of the media in collecting and disseminating information. Suggestions are to arrange panel discussions, short trainings and field visits as well as providing foreign professionals with the possibility to give trainings in Ethiopia.



## ASSESSMENT OF THE ETHIOPIAN MEDIA LANDSCAPE

Many analysts suggest that professional, well-trained media practitioners is a prerequisite for a well-functioning media sector. However, experience has taught that a clearly defined framework regulating the media landscape, ideally also including self-regulation by the media sector, is even more important: the clearer the legal and institutional framework - with restrictions to media freedom narrowly defined and limited only to those necessary in a democracy - the higher the level and amount of balanced quality journalism.

Mao Zedong was according to the legend asked by an American journalist to explain the difference between Chinese journalism and Western journalism. Mao Zedong answered: "We report when we build a bridge. You report when that bridge collapses". Nelson Mandela viewed the role of journalism differently: "A critical, independent and investigative press is the lifeblood of any democracy"

These two quotes can provide a backdrop to the Ethiopian media landscape, in the light of the Ethiopian government's promotion of "development journalism" and the "one narrative", aiming at encouraging economic development and to strengthen national unity.

The Ethiopian version of development journalism is defined in a 48-pages long policy and states the following definition:

Development journalism is a journalism that makes people understand, accept and actively participate in the implementation of appropriate development ideas that may extricate people from poverty and backwardness by bringing about rapid national change and building on positive values of development and democratic change. (Ethiopian policy document on development journalism, EPA 2008)

This definition has implications for the role of the journalist. "The journalist is seen as an active change agent, rather than as a passive reporter. The aim is to bring about 'rapid national change'. In stimulating development, the journalist is requested to focus on positive success stories. Critical coverage is less emphasised." (Skjerdal, 2011:66)

If this approach results in lack of qualified, critical reporting related to good governance, failing public services and suspected corruption, both media and government may face lack of trust and support by the citizens, resulting in apathy, emigration and protests.

The unrest in 2016 clearly underscored this dilemma. In the EU response to the Prime Minister's comments to the diplomatic community on 17 November 2016, the EU Head of Delegation said: "The current unrest has very clearly highlighted the growing appetite of the Ethiopian public for trustworthy, reliable and freely available information". The EU Head of Delegation also highlighted the dangers of an empty media space that can be filled by unscrupulous voices from outside the country

Democracy deficit can in this context be a security risk and can threaten stability and peace. If the concept of development journalism is defined only as disseminating uncritical, positive narratives, and if the rapidly changing media landscape is not taken into account, this may not only lead to a dysfunctional democracy, but also to instability and to a halt in the rapid economic development in Ethiopia.

The contemporary Ethiopian media landscape is characterized by polarization and conflicting trends. On the one hand, the Anti-Terrorism Proclamation, arbitrary interpreted, evoking insecurity and self censorship among journalists - not to mention the many journalists that have been jailed or forced into exile on hazy grounds.

On the other hand, the Government has opened up for the private media. Particularly in the TV-sector the privatization has altered the media landscape to such an extent that

private media today engage far more TV-viewers than the state channels, according to a recent study made by GeoPoll/Kantar Media<sup>1</sup> for the Fojo Media Institute.

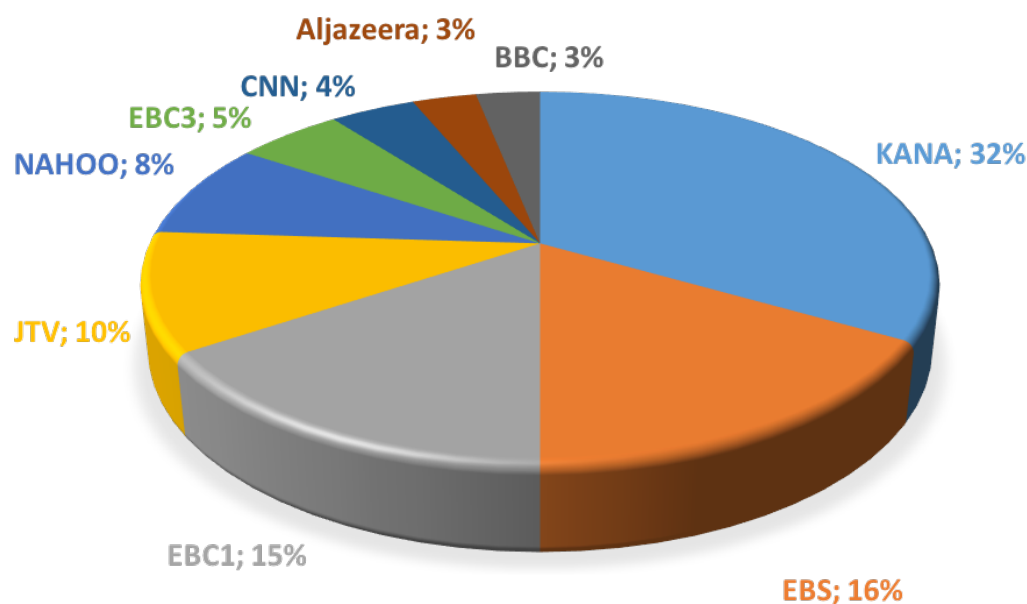
### National TV

2017, more than 18 million Ethiopian households are covered by satellite TV, exercising a tremendous impact on Ethiopian citizens.

The Geopoll/Kantar Media study clearly indicates that the Ethiopian government has lost its long-time control of the TV-landscape. It may be argued that several of the owners of the private TV-stations have close relations to government. Nevertheless, particularly if the booming social media is also taken into account, the previous control that made it possible for the government to uphold “the one narrative” is probably lost.

## TV Share of Viewership

### SHARE



Ill 1: Geopoll, rating study of the 10 most popular TV-stations available for Ethiopian viewers, Jan-April 2017.<sup>2</sup>

The privately owned Kana TV, that holds the leading position, so far primarily broadcasts dubbed foreign soap operas. The channel is nevertheless planning to start broadcasting self-produced news in a near future. If they manage to do so, the Kana News will be viewed by around a third of all Ethiopian TV-viewers.

<sup>1</sup> The study has been criticized by some media outlets that received unexpectedly low ratings. However, GeoPoll and Kantar Media, that have carried out the study, are independent, commercial enterprises as well as the largest provider of overnight media ratings in Africa, carrying out media measurements in 8 additional African countries, using internationally accepted methodology. A comparative study would clarify the accuracy of the presented data, but at present no such comparative study is at hand.

EBS is a commercial, diaspora TV channel based in Maryland, US. It was established in 2008 and was a pioneer among private TV-channels. It is equal in viewership to EBC 1, the State TV-channel that is generally considered as the voice of the government.

JTV and Nahoo are, just like Kana, recently established private stations. ENN and LTV are two other new private stations. As they have less viewers, they do not appear on this chart, as well as a big number of religious TV-channels.

Additionally, Walta TV has just started to broadcast and Fana TV will soon start. Although labelled as private companies, they can rather be described as party parastatals.

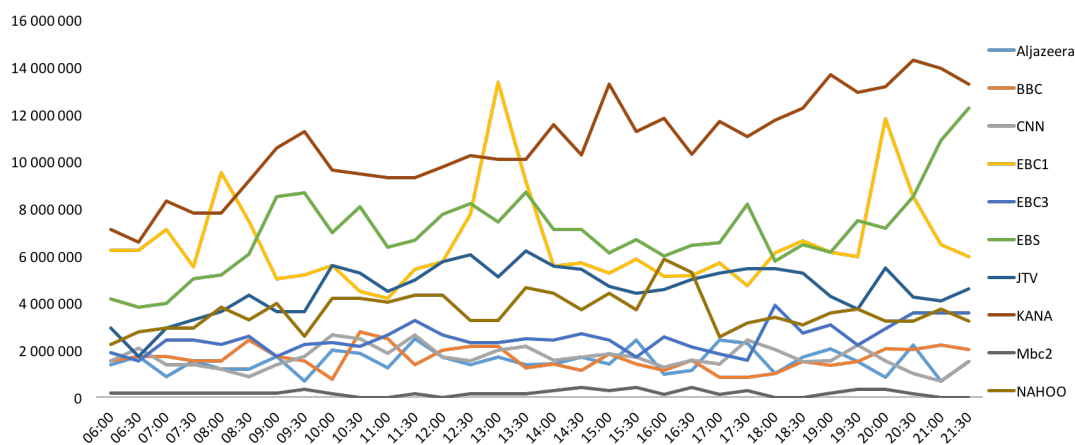
Another private TV-company in the process of getting a satellite license is ARTS TV. ARTS is run by MCC, the company running the leading Ethiopian private newspaper *The Reporter*. ARTS TV is an ambitious project, aiming to become an African Al-Jazeera. Considerable resources will be allocated to produce quality news, according to the management of ARTS.

Finally, it is interesting to notice that three international channels (CNN, Aljazeera and BBC) jointly hold around 10 % of the viewers, despite the fact that the programmes are produced in English only.

EBC 1, the Government channel, is receiving an average viewership of only 15 %. Despite a new management and the fact that the EBC Board is putting much pressure for change, the station is fenced by bureaucratic regulations and traditions that are hard to change. However, the EBC News is still watched by a large population, indicating that citizens have a profound interest in getting information about Governments activities.

Satellite based TV-stations oppositional to the government, like ESAT and OMN, are banned by the government and their channels are frequently jammed. They are visible in the statistics, but the study indicates that very few people watch these channels. Apparently, as these channels are banned, all statistics related to their viewership is likely to be highly inaccurate.

### Daypart Cumulative Audience – Top 10 Stations



Ill 2: Geopoll, rating study of the 10 most popular TV-stations available for Ethiopian viewers, Daypart Cumulative Audience, Saturdays, Jan-April 2017.

### Regional TV

The Ethiopian government has invested considerable resources in regional TV and radio, following the federal structure of its political system and in most regions there are TV and radio run by the regional governments.



Only some regional TV-stations have their own transmitters. The others are reliant on EBC radio and TV to air their programs. In 2011, the Regional State Broadcasters' audience share among all Ethiopian TV set owners was estimated to range between 5 % and 50 %. According to the recent GeoPoll/KANTAR study, the government investment in regional TV-stations does not seem to have resulted in a large viewership. For instance, in Oromia and SSNP, Kana is still dominating the TV-market

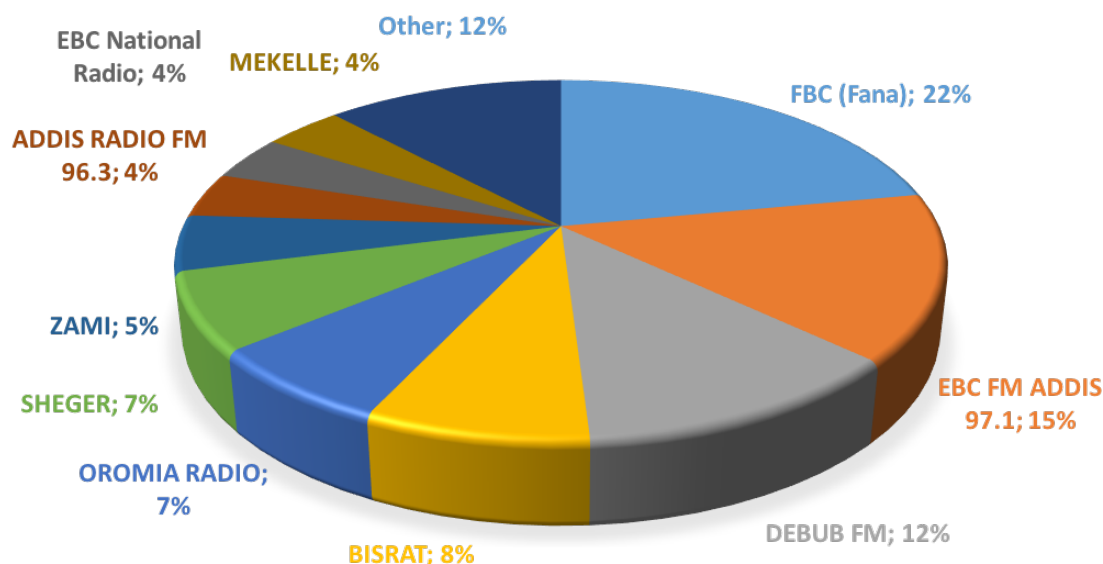
## Radio

Radio is still the most used channel for media, even though TV is catching up fast. Accessible data are old and the media behaviour is changing rapidly. A new, independent study would be necessary to decide the present ratio - also taking social media as a prime source of information into account.

On a national level, government channels dominate the market. Fana Radio is officially private, but as it is owned by the ruling parties, it is better described as a party based parastatal radio. If Fana is seen as a channel representing the government, the domination is total.

## Radio Share of Listenership

### SHARE



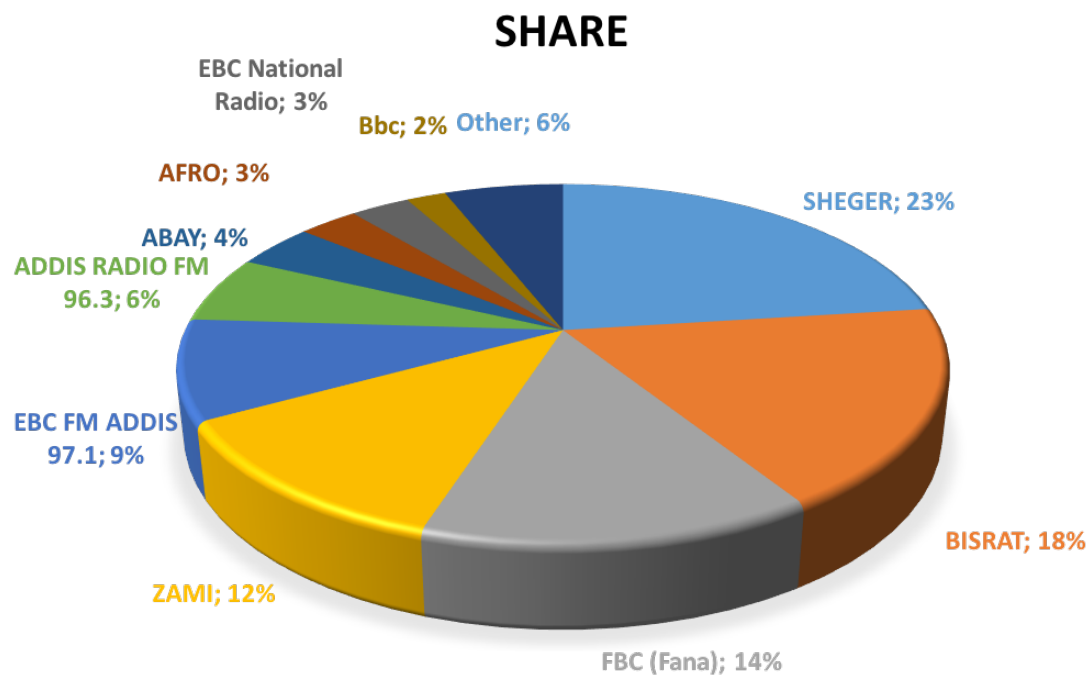
Ill 3: Geopoll, rating study of the 10 most popular radio stations available for Ethiopian viewers, Jan-April 2017.

Interesting to note is that an increasing part of the population uses their smart phones to listen to radio. This is particularly noticeable for the popular private station *Sheger*, that doesn't reach outside Addis Ababa. However, for instance in Oromia, around 8 % of the radio listeners tune into *Sheger*, using their smartphones.

While the TV-sector is fairly similar in all regions, radios listenership displays great variation, particularly in Addis Ababa, where the private station *Sheger* is the most popular.

However, on a broader scale, government radio still dominates the sector also in Addis Ababa.

### Radio Share of Listenership – Addis Abeba



Ill 4: Geopoll, rating study of the 10 most popular radio stations available for viewers in the Addis Ababa region, Jan-April 2017.

#### Print media

Newspapers and magazines are mainly directed towards the urban elite, 90% of them being in Amharic and English. The circulation can be estimated taking into account that the largest daily newspaper sells only 13,000 copies.

However, printed newspapers, such as the Reporter and Addis Admas, are still influential and widely discussed, particularly among the urban elite. Business magazines as Addis Fortune are also often cited. Most of the print media now also run on-line websites and social media accounts.

Addis Standard was until recently another influential print newspaper that went into exile and is now only available on-line.

For detailed mapping of the Ethiopian media outlets, please see Annex 2 and 3.

#### Internet, social media and on-line platforms

Even though several TV- and radio stations have staged on-line websites, many media have jumped that stage and gone directly into focusing on social media.

Even if social media such as Facebook and Twitter have been blocked or slowed down during certain periods, many citizens still have access through the use of vpn-tunnels, that has become a widespread practice in all parts of society, also in the regions. The users include people at all levels in society, ranging from government officials to taxi drivers, teachers and journalists. Private commercial media companies as well as government agencies and individual politicians can thus continue to exert influence on the Ethiopian

public, even when social media is closed down. This also includes diaspora based media, despite the fact that several of them are banned by the government.

The Ethio Telecom and the [Ethiopian Telecommunication Agency](#) (ETA) have exclusive control of Internet access throughout the country. The ETA is not an independent regulatory body, and its staff and telecommunications policies are controlled by the national government. (Tilman, 2017)

### Journalists' associations and unions

There are an estimated 15 associations and networks for journalists in Ethiopia. However, Ethiopian journalists' union membership level ranges among the lowest globally, not more than 16.3 %. Professional associations and unions are hence weak and are not influencing the media market to any significant extent. The other associations are also generally inactive - and by some interviewees even accused of being corrupt.

### Legal structures and safety of journalism

The Mass Media and Freedom of Information Proclamation, passed in December 2008, allowed prosecutors to stop any print publication that threatens national security concerns or the public order. In addition, the law criminalized the "defamation" of legislative, executive, or judiciary authorities and raised defamation fines to about \$10,000. (Brechenmacher, 2017) The law has had a hampering effect on the media market.

However, the 2009 Anti-Terrorism Proclamation has had an even more debilitating effect on independent media. Like similar legislation around the world, the law includes very broad definitions of terrorist activities as well as definitions on what is meant by material support for terrorism. Despite these unclear definitions, the law imposes long prison sentences and even death penalty for a wide range of crimes.

The law's vague language grants authorities the power to prosecute journalists who publish articles about protest movements, armed opposition groups, or any other individuals deemed as terrorist. Human Rights advocates are also risking to be prosecuted for supporting terrorist acts.

The law has been particularly harmful given the Ethiopian government's extensive capacity to monitor citizen communications, including mobile phones and landlines. Since coming into force, the law has been broadly applied in criminal cases involving opposition politicians, activists and journalists, even when credible evidence of communication with or support for terrorist groups has not been provided.

As the judicial system is faced with challenges concerning independence and capacity to push back against abusive applications of the law, the law and its implications has had a harmful effect on free, independent and professional journalism. (Brechenmacher, 2017).

### Women and media in Ethiopia

Ethiopian journalism is still a male-dominated arena. More than 70 percent are men and less than 30 percent women. This makes the Ethiopian newsroom one of the least gender-equal on the global scale. (Skjerdal, 2017)

Ethiopia also scores alarmingly low in global measurements of gender equality, placing itself as number 109 out of 144 on the Global Gender Gap Index (GGGI, 2016). Limited and constrained by gender-stereotyped societal norms, women continue to be marginalized, oppressed and underrepresented in society, and the media sector is no exception. Although the situation for women in media remains difficult, there are also positive trends. The rise of the number of women entering the field show signs of a more gender-balanced future for Ethiopian media.

It is commonplace that women are allowed to be seen and heard in media only if and when they fit within the frames of certain gender stereotyped roles. For instance, women seen on television are typically assigned the role of housewives (cooking and taking care of children) or secretaries (working for a man on a higher position). Moreover, women's behaviour is usually represented in a stereotypical way in television dramas, for example by making women look weak and vulnerable, as well as by making their characters more interested in being beautiful and attractive rather than in achieving their life goals. Male characters, on the other hand, are often represented as innovators, heroes and braves (Kedir, 2016).

Furthermore, women's voices are largely underrepresented in local media. A survey from a project in 2010 found that more than 90 percent of the news subjects in the researched media outlets were men. Not only are women less heard than men, but when they do are heard, they are often represented in a prejudiced, depreciatory and narrow-minded manner. An in-depth analysis of gender representation in local print media showed that women's knowledge was portrayed as being subjective and as not going beyond their personal experience (Skjerdal, 2016).

Similarly, Skjerdal notes that in the traditionally male-dominated newsrooms, domestic violence is not regarded as newsworthy and thus receives minimal treatment. However, in more gender-balanced newsrooms the situation appears different, since women journalists have a considerably higher interest in covering domestic violence than do male journalists. As a result, the gender proportion in the workforce appears to make a difference for the actual media content.

Although women are still largely underrepresented in the newsroom, the number of women journalists have radically increased compared to the findings of previous research, in which the female proportion was less than 20 percent. Skjerdal (2016) explains this development by referring to the 'education revolution' in local media; namely the fact that many institutions today - the state media in particular - require an undergraduate degree for new employees. Journalism programmes have sprung up in universities around Ethiopia, and women are encouraged to apply to these schools by the government.

For more information, see Annex 4 "Women, media and gender-based violence in Ethiopia, special analysis".

### The regional media development context

The range of contacts between Ethiopia and the rest of the region when it comes to the media sector is strikingly low. Looking at North Africa, there is practically no contact. If the Government decides to open up for increased cooperation in the media sector, this can change, but the high degree of solitude in the Ethiopian media is obvious and it is unlikely that there will be a major change in the near future. Potential regional cooperation is thus to a large extent based on a fairly opaque prognosis.

There are several good quality journalism schools, such as Rhodes (SA), Makerere (Uganda) as well as journalism educations at several Kenyan universities. University exchanges with Ethiopian journalist scholars and students are scarce, also in this sector Ethiopia appears to be isolated.

To improve private sector development, the pan-African organisation African Media Initiative (AMI) offers a set of strategic activities aimed at transforming the media and communications landscape on the continent.

The organisation seeks to strengthen the continent's private and independent media sector from an owner and operator perspective, as this is seen as a necessary and critical ingredient of democratic governance, as well as economic and human development in Africa.

Looking at civil society based cooperation within the media sector, MISA (Media Institute of Southern Africa) is a influential actor. MISA is a rights based organisation, focusing on achieving sustainable, lasting change to make southern Africa a safer place for media workers.

Another interesting organisation that could contribute to improving the performance of the Ethiopian media sector is Africa Freedom of Information Centre (AFIC). AFIC is a pan-African NGO and resource centre that promotes the right of access to information through comparative research, coordinating regional advocacy, facilitating information-sharing and capacity building.

The South-African based organisation Gender Links, that has taken the lead in coordinating the SADC gender protocol, is another interesting actor. For example, the work done in the SADC-countries to promote gender strategies for media houses could be used as best practise also in Ethiopia. Gender Media Connect (Zimbabwe) is another organisations of interest, with potential to stretch its reach and support initiatives for gender quality in and through the Ethiopian media.

Finally, Panos Eastern Africa is a south-led and based regional information and communications for development, not for profit, non-governmental organisation that believes quality information is a right for all and a tool for development.

PEA works to reduce poverty through strengthening independent journalism and information flows for poor and marginalised people, generating greater commitment to the role of media and communication among development policy-makers.



#### Other donor initiatives related to journalism

Development cooperation initiatives in this area are scarce. Below are a few examples from present and past.

## UNDP

The Governance and Democratic Participation Programme (GDPP) is a five-year, multi-stakeholder programme spanning from 1 May, 2017 to 31 December, 2021 managed by UNDP. The participation of media is particularly mentioned in output 3: "Citizens are empowered to voice their concern and actively participate in decision-making and political processes at all levels of governance".

The programme encompasses activities related to media, such as investing in enhancing professionalism and standards of media practitioners and supporting media institutions to build professional competencies of journalists in investigative reporting on complex and sensitive topics. Key activities include:

- Support the conduct comprehensive assessment of the media sector that informs targeted support to strengthen the role of the media in promoting democratic governance and social accountability including establishing a media resource centre
- In partnership with relevant government partners, support media institutions to build professional competencies in the sector, including development of Code of Conduct, enhancing capacity of journalists in investigative reporting on complex and sensitive topics, working with official reports and statistical data

## Support to Schools of Journalism

The Norwegian Christian private NLA college conducts an exchange programme with the School of Journalism and Communication at Addis Ababa University and Bahir Dar. The project aims to increase the flow of MA and PhD students between the two countries by offering Ethiopian MA students the opportunity to do parts of their degree at NLA's Global Journalism programme; offering Ethiopian PhD students to make use of research facilities and assistance at NLA while on short-term research visits in Norway; and offering Norwegian MA students to do courses and fieldwork in Ethiopia.

Secondly, the project aims to increase the flow of faculty between the two countries by joint guest lecturing at the three institutions on MA and PhD level. Each university will provide local support when students are on fieldwork and research visits. Thirdly, the project aims to enhance the Journalism and Communication curricula of the three institutions by preparing a joint course in Media and Conflict. Fourthly, the project aims to engage faculty and PhD students from the three institutions in joint research on development journalism

Linnaeus-Palme foundation started in 2008 a cooperation between the Department of Media and Communications at the Linnaeus University, Sweden and the Department of Journalism and Communications, Bahir Dar University, Ethiopia. The project is primarily designed as an exchange program.

Finally, the US Fulbright Scholar Program runs an exchange programme cooperation with Addis Ababa University that also include the School of Communication

## UK, BBC Media Action

BBC Media Action has been working in Ethiopia since 2001, strengthening local media capacity and fostering long-term positive change. Since April 2013, BBC Media Action has produced two radio shows - Jember and Biiftuu Jireenya - to encourage better reproductive, maternal, neonatal and child health. Previous work has included: Abugida, a radio programme for young people that helped break the silence around sexual health; Catalysing the Girl Effect, a series of community screenings of documentary films following inspiring young women; and Filega, a radio drama which covered livelihoods and HIV issues.

Not being a specific media development project, it is worth mentioning that the BBC World Service will soon start broadcasting in three local language Amharic, Afaan Oromo and Tigrigna.

#### US, Population media Center (PMC)

Population Media Center (PMC), creates serialized dramas, also called soap operas, on radio and television in which characters evolve into role models for the audience for positive behavioural change.

#### UNESCO

UNESCO has organized a number of short-term trainings on different issues during the last five years.

### Prognosis for the near future

The majority of the interviewees believe in a status quo on freedom of expression for the near future. However, the 10-month long State of Emergency has been lifted and the blocking of social media has decreased, indicating a positive development.

The “filtering” of social media and selected websites will most probably continue. Simultaneously, the Government will allocate considerable resources to increase general access and speed of the Internet in the coming years, which eventually will change the nature of the media landscape, spreading the present intense use of social media in Addis Ababa. And despite the fact that social media such as Facebook and Twitter have been blocked at times and may be blocked again, the use of vpn-tunnels is widespread in all sectors in society, also in the regions, thus preventing the government from effectively blocking access to social media.

In a short range, social media will continue to play an important role in the Ethiopian media landscape, both on the political and the commercial arena. One example is Kana TV, that have 1,2 million followers on their Facebook page, which equals the number of followers of one of the terrorist-marked opponents to the government in the diaspora. A challenge, for the Ethiopian government just as many other governments, is also to deal with hate speech and fake news without limiting freedom of expression more than what is necessary in a democracy.

Social media has brought a tremendous change in the media landscape and it can never again be business as usual. The government is well aware of this change and the fact that the situation calls for change. The government media themselves will have to change as they have to regain their credibility and the best way to regain credibility is by opening up and allowing more critical, professional journalism.

At the same time, development journalism is strongly rooted in the Ethiopian media sector. Many journalists want to practice development journalism and support the idea of development journalism according to a recent study conducted by Skjerdal, (2017). So even though journalists generally identify themselves as being politically neutral, the notion of balanced criticism towards the power is still difficult to embrace for many Ethiopian journalists.

Simultaneously, social media is pushing the government and society towards a free discussion, also inflicting serious challenges, particularly on ethnical issues. Media consumers are becoming increasingly critical. Sometimes they even set the agenda, bringing about breaking news and the government media are obliged to cover and follow those issues. Hence, it is no longer possible to ignore event of social significance.

The opened up TV-market will also challenge the “one narrative” and the basis for the EPRDF’S control of the media sector. 18 million households are presently covered by satellite TV and the number is likely to increase rapidly in the coming years. TV will probably also surpass radio as the most used media channel in a few years.

Another game changer will be the increased use of smartphones. There are presently 51 million phone subscribers in Ethiopia. A rough estimation is that within a few years, around 20 million of these subscribers will use smartphones.

This will profoundly change media behaviour, as more and more will watch TV and listen to the radio on their smartphones - actually, as can be seen by the GeoPoll/KANTAR survey, many people in the regions already use smartphones to listen to private radio stations. As a response to this development, Kana TV is already preparing formats that will fit this new, expected media behaviour. In a foreseeable future, the notion of TV, radio and on-line will be irrelevant distinctions, as the platform will primarily be the smartphone, where text, photo, audio and video can be consumed.

The political, legal framework and the possibility, as well as the ability, of the private sector to self-regulate will be instrumental for the development of the media sector, as well as to what extent the Government will allow professional, critical investigative reporting on issues like corruption and bad governance.

The Government has announced that they will launch a new Media Reform shortly, but has not revealed the nature of the reform or when it will be launched.

Finally, the future implementation of the Anti-Terrorism Proclamation as well as the Mass Media and Freedom of Information Proclamation are other factors that will determine the development of the media sector and to a large extent decide the feasibility of the proposed entry points in this report.





## POTENTIAL ENTRY POINTS FOR SUPPORT

### General

These entry-point should be regarded as points of discussions. When assessed and when the feasibility has been further examined, they can provide point of departures for eventual program proposals.

The proposal includes a mix ranging from short-term activities that can be implemented immediately to long-term engagement on a larger scale, that may provide results within a mid- long-term range.

The actual feasibility of these entry points will rely on:

a) the political will of the Ethiopian Government to open up for the realisation of the proposed entry points. This will be manifested in the willingness to engage in a constructive dialogue with the international community. The nature of the expected Media Reform is one instrumental factor in this process.

b) the ability of the donor community to coordinate, prioritize and delegate. The dialogue between the Government of Ethiopia and UNDP that resulted in a GDPP, signed in April 2017 as well as informal cooperation between a number of Embassies are some good examples, while the donor community in general cannot be described as well coordinated on issues related to freedom of expression in Ethiopia.

The proposed entry points presented in the report include:

- Facilitation support of the Media Council
- Media Sector Conference - for dialogue
- Vocational education for mid-level media managers
- Vocational trainings for media practitioners
- Training of Trainers model to improve ethics among media practitioners
- Support to promote gender equity in the media sector
- Mentoring project for investigative journalists
- Dialogue on the Implementation for journalists of the Anti-Terrorism Act
- International university collaboration on journalism education
- Establishment of a help desk on access to information for journalists
- Training of civil servants on access to information regulations
- Establishment of a platform for constructive engagement of diaspora media representatives
- System for regular media audience surveys
- Fund for assisting content production of news and current affairs
- Institutional support to the Ethiopian Broadcasting Authority
- Research program on development journalism in transition
- Financing for media start-ups

### Facilitation support for the Media Council

#### Description

The Ethiopian Media Council was established with the non-financial support of the UN on 12 January 2016 after Ethiopian media practitioners and government representatives have been pursuing this project for more than ten years.

The EMC currently gathers 28 Ethiopian media outlets -publishers, professional associations, journalist schools, printing press, radio, and television, both from the private and the public sector; and additional media outlets may join in the future.

After its official registration, the Council intends to be a self-regulatory and legitimate body to handle complaints, as well as to mediate and arbitrate between media outlets and third parties. Moreover, the Council aims at fostering the professionalization of the Ethiopian media through capacity building measures, trainings, and other programmes.

Although the formal foundation of the Council was hailed as a milestone and possible game changer in the history of Ethiopian media -the Minister of Communication (GCAO) has assured the EMC of his "full support" - the further legalisation of the body has been impeded until now by the lack of formal registration.

The documents guiding the activities of the EMC are its constitution and the Code of Conduct which all aspiring members have to sign. The assembly elects the members of the Council's Ombudsman's Office and its Ethics Panel (18 members), the latter constituted of external experts, such as lawyers.

Most member outlets have agreed to establish a membership fee system in order to guarantee the institutional independence of the EMC. However, so far they have not been able to reach an agreement on the degree of proportionality of these contributions and in how far these would influence the weight of votes given to each outlet (Busch, 2017).

#### Proposed support

Support to the establishment of the Media Council could initially consist of an international or regional long-term consultant with expertise in structures and functionality of independent Media Councils. The consultant could function as an advisor on issues related to registration and other related formalities. Sweden, as well as several of Ethiopia's neighbouring countries, such as Kenya, has renowned capacity in this area. Regional experience from working with gender in relation to Media Councils and Code of Conduct can also be shared by similar institutions, like Voluntary Media Council in Zimbabwe.

#### Effectiveness

A functional Media Council, including representative from both private and government media, would be crucial for a democratic development of the Ethiopian media sector. If the Council could become an independent, legitimate body to handle complaints, and take on a self-regulation as well as mediating and arbitrating between media outlets and citizens. The Council may also have a mediating function between the media sector, civil society and government, build up a more stable middle ground in the Ethiopian media sector, thus facilitating qualitative, professional reporting according to high ethical standards both within government and private media outlets.

#### Risk assessment

The following risks are identified:

- Government may not present enough political will to sort out the registration issue
- Government may not ensure sufficient independence to the Media Council
- Internal frictions within the Council may render it inefficient
- The media houses may not respect the Council's mandate once it is made operational

## Media Sector Conference - for dialogue

#### Description

The Ethiopian media landscape suffers from the agnostic relations between government, private media and media in the diaspora. Jointly agreed Codes of Ethics, media regulations restricting media freedom narrowly but clearly defined and limited to those necessary in a democracy, and with legal provisions that ensure a level economic playing field are necessary components for a functional media market.

A functional media market is also in need of independent institutions, democratic organisations that can represent both publishers and working journalists. Furthermore, a spirit of dialogue and willingness to find solutions to create fair and even rules is essential.

#### Proposed support

Support for a media sector conference, jointly organised by stakeholders related to the media market, where relevant issues defined by both government and private stakeholders are defined and discussed. The conference would also provide potential donors and international media development organisations to engage in the discussion.

#### Effectiveness

The conference could lead to a platform for further discussions, serving as a discussion forum to advance issues vital for the development of the media sector, such as the establishment of a Media Council.

#### Risk assessment

The following risks are identified:

- The conference may be too controlled by Government
- Participants may fear to air their honest opinions
- There is also a risk that participants will use the conference to usher dissatisfaction with the present situation in a way that will not contribute to improving conditions for the media market

## Vocational education for mid-level media managers

#### Description

The rapidly increasing media market requires professionalism, not least at management and mid-management level. Skills such as organizing the news room, finding new revenue streams, developing new formats and presentation techniques, using social media to boost outreach, deploying audience surveys to increase media consumption are absolutely vital for any media market. In Ethiopia, both private and government stakeholders have pointed at the present lack of media management competence as one of the major challenges related to media development.

Furthermore, media management training will provide new potential entrepreneurs to enter the media market, thus invigorating it and hopefully contributing to a versatile and multi-faceted media sector.

#### Proposed support

The support can as a first step be carried out as a long-term education for mid-level media managers. The entry for applicants should be based primarily on merits (tests) and not on present employment. Special consideration to women applicants could be considered.

The education needs to be carried out by an institute/centre that is trusted both by government and the private sector and that is not too closely attached to neither government, nor any of the different private actors on the market.

It is also important to ensure that participants from the entire country are able to join the education, not favouring Addis Ababa citizens. This can be done by organizing the education in the regions, which is probably the best option but not the most cost effective. The other solution would be to facilitate for participants to come to Addis Ababa through funds and scholarships.

If the Media Council is set up, this could be one option for organising such education. If the Ethiopian Mass Media Training Institute, being part of the University of Addis Ababa, is revitalized and joint ownership is ensured, this could be another option. For this option to

be viable, it requires that total focus is set on vocational education without any academic requirements.

A third option could be that a centre is temporarily set up and run by an international organisation until Ethiopian stakeholders have agreed on a functional national structure.

#### Effectiveness

A cadre of professional mid-level media managers is absolutely essential to ensure independent and qualitative journalism.

#### Risk assessment

The following risks are identified:

- The education is perceived as favouring one specific stakeholder, thereby disturbing the balance at the media market, opening up for other stakeholders to criticise the donor community for favourism.
- Existing structures might hinder the trained managers to practice what they have learnt
- The level of education is too low and will not make the anticipated change come about

## Vocational trainings for media practitioners

#### Description

Despite the fact that Ethiopian journalists generally have a high level of theoretical education (Skjerdal, 2017), the level of vocational skills is generally very low.

To master reporting in the contemporary digital media landscape, a media practitioner needs to have multiple skills. Not only must a journalist be well acquainted with knowledge of the society, of government structures and legal procedures. The journalist must also be equipped with the capacity of writing articles, taking photos and producing videos, presenting audio and video news, manage it-tools for editing audio and video. The vocational skills required of today's journalists are indeed demanding!

#### Proposed support

Support to a structured capacity building program for selected Ethiopian journalists, both from private and state media. The trainings should focus on basic vocational skills necessary to carry out quality journalism, such as:

- Fact checking
- Source checking
- Interview techniques
- Presentation techniques and formats (text, audio, video)

The same challenges apply to these trainings as the education of mid-level media managers:

- Education needs to be carried out by an institute/centre that is trusted both by government and the private sector and that is not too closely attached to neither government, nor any of the different private actors on the market
- Participants from the entire country must be able to join the trainings.

#### Effectiveness

Effectiveness is to a large extent reliant on the possibility to set up a training program structure that is process oriented, aiming for long-term results. Effectiveness also relies on that highly professional trainers can carry out the trainings and that knowledge of the Ethiopian context is seen as an important factor, if regional and international trainers are to be used.

#### Risk assessment

The following risks are identified:

- Trainings are made on an *ad hoc* basis
- Trainings are not practical
- Regional and international trainer engaged don't understand the Ethiopian context and carry out "blue-print trainings"
- Existing structures might hinder the trained journalists to practice what they have learnt

## Training of Trainers model for improving ethics among media practitioners

#### Description

There is a common belief among most of the people met in relation to this report that ethics is an important factor of the media sector. This is true for both media practitioners based in Ethiopia and in the diaspora.

Trainings in ethics need to be organised as a continuous process with a long-term perspective, including both private and government media. The trainings can also serve as a feedback to media owners and government on the practitioners' views of ethical dilemmas, creating a bottom-up model for future monitoring and adjustments.

#### Proposed support

One effective model is to start up with a through training of trainers, where representatives from government and private as well as regional and international media organisations participate.

These trainers then form the backbone of an organisation that organise trainings and follow-up on the results. The organisation should be set on a systematic and long-term basis.

#### Effectiveness

As most journalists in Ethiopia describe themselves halfway between the government and the opposition, regardless if they work for private or government media, effectiveness requires that the design of the trainings are perceived as following the universally accepted principles of quality journalism (Skjerdal, 2017). If so, a Training of Trainers' program could be an efficient way of raising the general quality of ethics in the Ethiopian media sector. Furthermore, long term engagement is absolutely necessary. There is overwhelming scientific evidence that scattered short term trainings do not result in change.

#### Risk assessment

The following risks are identified:

- The content of the digital training service becomes biased due to pressure from the government and can therefore not be distributed
- The organisation needed for distribution of the tablet is not functional
- Experience from on-line training and education shows that very few finalise the courses

## Support to promote gender equity in the media sector

#### Description

The media is a tool for both advancing democracy and promoting gender equality. Conversely, gender bias and prejudiced stereotypes in media content can harm the

development of democratic and peaceful societies. To date there have been no detailed studies of Ethiopian news content to identify the trends and patterns of gender representation in the media. However, the time is ripe as media is changing rapidly and the interest in gender equality in relation to media is growing.

Furthermore, there is little data on the working conditions for women and men in the Ethiopian media industry. Such research would help to identify areas of concern, to be addressed to move towards more gender equal media organisations. Having access to data opens possibilities for local actors of change to do advocacy work and might inspire female media professionals and other content providers to organize themselves. Kedir 2016

Harassments and violence against women and girls are widespread in the Ethiopian society. Although prohibited by law few perpetrators of sexualized violence are brought to justice and impunity is commonplace. Women who are victims of rape are usually not only blamed and stigmatized by family members and the local community, but also through the endorsement of public media (Kedir, 2016). The coverage of domestic violence in Ethiopian media is minimal - both in terms of news coverage as well as coverage in other media programs.

Thus, the potential role of media to tackle the norms that justify violence against women, by illuminating the oppressing structure as well as in stimulating public debate and providing a forum for opinion is not yet being realized. On the sunny side, feminist activism is growing in the country, using social media as one tool for mobilizing against gender-based violence. (Skjerdal, 2016)

#### Proposed support

Provide support to local organisations to conduct research on gender representation and stereotypes in the media, as well as research on working conditions for women and men in the Ethiopian media industry.

Promote development of concepts for talks shows and alternative forums that address gender roles, sexualized violence as well as sexual and reproductive rights.

Production support to talk shows addressing gender roles, sexualized violence as well as sexual and reproductive rights.

#### Effectiveness

Data from the gender research can be used by many different stakeholders and agents for change, in promoting gender responsive news media and gender transformative media projects. Local monitoring capacity will be built, sustaining continued efforts in the field of gender and media research.

New creative formats for public discussion (talk shows) with substantial reach will offer alternative views on gender roles and love relations. Such innovations are rare in the Ethiopian context and have the potential to attract a wide audience, and to multiply via platforms like YouTube and other social media.

#### Risk assessment

The following risks are identified:

- Media industry might dismiss results from the gender research and be unwilling to act
- Targeted production support might distort the market and should be considered carefully

## Mentoring project for investigative journalists

### Description

Many interviewees, including government representatives, have pointed at the need for professional investigative journalism.

Investigative journalism is however extremely demanding, not only from the individual media practitioner point of view, but also from a contextual point of view. Today, investigative reporting is typically carried out by a team of media practitioners that are organized within the newsroom. The notion of the single journalist that one handedly reveals misdeeds is hence not very common in the reality of the present media landscape.

Thus, if high quality investigative journalism is to be carried out, this must be done in a context where publication of such investigative reports can be made without repercussions and where the media practitioners, editors and media owners are ensured that fact-based and impartial investigative reporting will not endanger their personal security.

Traditional, broad short-term training programs on investigative journalism have proven to be largely inefficient. A more productive approach is based on mentoring and coaching of a small number of competent journalists in producing a particular story. Mentoring should be focused on components vital to good investigative reporting: investigation techniques, presentation, accuracy, fact checking, legal advice, safety as well as publishing strategies.

### Proposed support

A programme is set up for 10-15 Ethiopian journalists to support the development of promising reports related to investigative reporting. The selection and anchoring of the journalists should be well anchored at the different news rooms in order to ensure their support. Qualified trainers in the different fields will support the selected journalists during the course of the development of the reports, typically calculated to be around 6 months. The programme can then be adjusted according to results and repeated. Qualified women journalists could be a prioritized group.

### Effectiveness

Given that conditions are granted as mentioned above, mentoring of professional investigative journalism can both point at destructive processes, threatening democracy and economic development, as well as setting an example for many less experienced journalists.

### Risk assessment

The following risks are identified:

- Selection of journalists is criticized for favouring certain individuals or media outlets
- The selected journalists do not feel assured that their personal safety will be respected
- Self-censorship or vested interests with the media houses will hinder the investigative journalism to be published
- The Government interferes and prohibits the publication of certain stories

## Dialogue on the implementation for journalists of the Anti-Terrorism Proclamation

### Description

While many interviewees understand the necessity of a proclamation that can be used to protect the country against terrorists, they raise concerns both on the extremely broad definitions of terrorist activity and material support for terrorism as well as the seemingly arbitrary implementation of the of the 2009 Anti-Terrorism Proclamation. There is also a

claim that the judicial system lacks the independence and capacity to push back against abusive applications of the law. This uncertainty creates self-censorship and fear among many Ethiopian journalists, thus hampering and restricting the space for free, independent and professional journalism.

The independent Ethiopian NGO *Justice for All* is carrying out a dialogue with the government on the issues mentioned above. As many that are accused under the Proclamation are journalists, providing knowledge on the particularities of the rights and duties of media practitioners is of utmost importance.

*Justice for All* is an Ethiopian based organisation that is allowed to receive direct support from international donors. The organisations started out assisting prisoners but has over the years broadened its scope to cover different aspects of human rights. The organisation holds an impressive knowledge on the Ethiopian legal system and its implications, but lacks certain competence on issues related to media laws and other legal issues related to media.

#### Proposed support

To improve the dialogue between the Ethiopian government and *Justice for All* on issues related to the content, interpretation and implementation of the Anti-Terrorism Proclamation, support can be given to provide substantial, specific expertise related to media and the rights and duties of media practitioners. The support can constitute an amendment of the planned Swedish support to *Justice for All*.

#### Effectiveness

If the implementation of the Anti-Media Terrorism Proclamation is clarified and the limitations and restrictions of the law are clearly defined, it would constitute a major improvement of the media's possibilities to carry out independent and professional journalism.

#### Risk assessment

The following risk is defined:

- The process is stalled due to lack of political will

## International university collaboration on journalism education

#### Description

Ironically, despite the shared knowledge that short-term ad hoc training does not bring about long-term change, there has been relatively little attention paid to supporting journalism schools or other institutions for media education. Working within the educational system to create long-term structures has been an exception in media development. At the same time, the breadth and width of capacity development challenges that lie ahead of the Ethiopian media sector are enormous.

Consequently, investing into raising the quality of journalism education is an approach that can open up possibilities for independent, balanced and professional media on a long-term basis.

The Ethiopian government is making a huge investment in the education sector and are open to professionals from other countries to train their teachers. Despite this fact, Schools of journalism in Ethiopia are not typically well connected to the global academic cooperation.

The present exchange programmes between the Norwegian NLA College and the Swedish Linnaeus University are two examples from the journalism sector, but exchange related to journalism education between Ethiopian Universities and other universities in Africa is



scarce and holds potential for development. Several universities in the region provide high quality journalism education, such as Rhodes University in South Africa and Makerere University in Uganda. Both of them are labelled as UNESCO Centres of Excellence when it comes to Journalism Education. Other excellent Schools of Journalism can be found in Kenya, including the University of Nairobi, The Aga Khan University and School of Communication, Language and Performing Arts at Daystar University, recognized by UNESCO as a Centre of Reference for studies in journalism.

The present cooperation between Fojo Media Institute and the School of Journalism at University of Rwanda can serve as an example. At the University of Rwanda, the NLA College is also preparing a support for Master Education, opening up for possible cooperation.

#### Proposed support

Support to journalism education is a long-term investment that is not likely to yield any immediate results. Curricula and syllabuses at Graduate and Master levels can be developed to make the students attractive to the media market. At present, the general view among private editors is that university students are not employable, as they lack knowledge needed to conduct journalism or to lead editorial processes.

Of special interest is to investigate possibilities to provide vocational trainings in cooperation and on the premises of the University. The previous Great Lakes Media Centre at the School of Journalism in Rwanda and the Fojo Media Institute at the Linnaeus University in Sweden can serve as examples.

How cooperation with other African Universities on journalism education could be set up should be further examined. Another possibility is to perform a gender audit of the present curricula.

#### Effectiveness

Effectiveness requires that the education is adapted to the needs of the media industry, while simultaneously keeping up with high academic standards. The education also needs to keep up with the rapid digitalization of the media landscape.

#### Risk assessment

The following risks are identified:

- The bureaucratic rules on curricula and syllabi that govern journalism education will stall the process
- The Government will not allow teaching that defers from the development journalism agenda

## Establishment of a help desk on access to information for journalists

#### Description

Article 29 of the Ethiopian Constitution establishes the freedom to seek, receive and impart information and ideas of all kinds through any media of his choice. Regarding the media in particular the article guarantees the freedom of the press and other mass media and freedom of artistic creativity, highlighting the absence of censorship and the access to information of public interest. Paragraph 4 of the article contains a highly normative element emphasising the importance of freely available information the functioning of democracy. (Gebru, 2015; CoE, 1995) SDG 16:10 also stresses the importance to "ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements".

*The Freedom of the Mass Media and Access to Information Proclamation (FMMAIP)* includes regulations facilitating the access to information held by public. However, many respondents in this study state that the prescribed process of effectively accessing and obtaining public records is often characterized by considerable delays or even denial by the authorities. This perception, in conjunction with the fact that the FMMAIP has made it possible to make defamation suits against journalists, distorts an efficient flow of information from authorities to journalists and hinders a transparent access to information for professional journalists.

The situation often leads to a situation where journalists do not bother trying to get access to public documents or where they do so and are denied access based on personal judgements by a government officials rather than what is constituted in the law.

There have also been situations where journalists aggressively claim certain documents that are not official, thus putting themselves at risk.

#### Proposed support

In several countries independent organisations have set up help desks for journalists, and others, to assist them in their professional ambition to get access to public documents. The help desk can inform the journalists of their legal rights and duties as well as what should be expected of any government authority according to the law. In some cases, the staff of these help desks have also assisted in mediating between the government authority and the media outlet in cases where the law is difficult to interpret.

#### Effectiveness

A well functioning Access to Information Help Desk can facilitate the relations between government authorities and the media. However, effectiveness requires that the help desk is manned with staff that are independent and hold a high competence on Ethiopian media laws and other laws regulating access to information.

#### Risk assessment

The following risk is defined:

- The help desk is not set up independently but is dominated by the Government or other interest groups

## Training of civil servants on access to information regulations

#### Description

When discussing access to information, there is also the other side of the coin that constitutes the competence of responsible civil servants at the government authorities. In order to make the flow of information effective and to improve transparency and the rule of law, responsible civil servants must be well acquainted with the rights of access to information of citizens and journalists. This knowledge must be constantly updated to be in line with amendments of laws and restrictions, in line with SDG 16:10.

However, carrying out independent, professional trainings with a regular frequency on a large scale is extremely costly. An alternative solution is to use digital trainings service tools that informs the trainees of the basis of good ethics in journalism and then let them carry out a simple test.

There are several such solutions available on the market. Considering that internet in Ethiopia is not covering all regions a tablet based solution is recommended. Several of the tablet based solutions can be connected to the Internet for transferring of results of the tests, thus providing the organiser of the trainings of valuable statistics on how many media

practitioners that have carried out the training and the level of knowledge on basic principles of good media ethics.

#### Proposed support

A long-term training program is set up for selected civil servants on the laws regulating access to information. The program can contain both a ToT component (Training of Trainers) and a component that reaches all civil servants engaged with media relations. For this purpose, an on-line or a tablet solution can be employed.

#### Effectiveness

Knowledge on access to information among civil servants that relate to journalists is key for improving relations and guaranteeing that the rule of law is upheld. However, to guarantee long-term efficiency, a sustainable structure must be set up. An effective implementation will also require a transparent process between government, implementers and donors.

#### Risk assessment

The following risks are identified:

- Transparency into the project is not granted, opening up for suspicion and misguided activities
- Long-term continuity is not guaranteed
- Competence of trainers is inadequate
- Government and public institutions unwilling to engage

## Establishment of a platform for constructive engagement of diaspora media representatives

#### Description

The diaspora media is often described as unprofessional and with the sole purpose of overthrowing the government. Though this is true for certain parts of the diaspora, one cannot tar everyone in the diaspora with the same brush. The diaspora media stretches from big commercial companies like EBS to holders of popular single Facebook accounts, from grass roots activist to highly educated scholars.

Many journalists and other diaspora media representatives wish to engage in a constructive dialogue for the development of Ethiopia, but the non-dialogue attitude practiced by the government makes this very difficult.

The international community has the possibility to provide a platform for constructive engagement by the diaspora journalists and to function as a mediator. The international community could also, in line with the proposed Ethiopian Media Council, provide a platform where ethical issues are discussed.

#### Proposed support

A platform is set up inviting diaspora media to constructively engage in the development of a democratic and economically prosperous Ethiopia. Engagement within the platform can be tied to discussions on ethical commitments and how frameworks for alternative viewpoints best can be communicated.

#### Effectiveness

The isolation of constructive diaspora media threatens not only the democratic development of Ethiopia, but also peace and stability. If the international community succeeds in engaging a suitable, independent facilitator of such a platform, it may contribute to development of both democratic and economical processes.

#### Risk assessment

The following risks are identified:

- Individuals in the diaspora hijack the process and turns it into an activist platform
- The platform fails to be conflict sensitive and is turned in to yet another forum where the conflicting parties air their views without seeking dialogue
- The Ethiopian Government repudiates the platform, making it non-functional

## System for regular media audience surveys

#### Description

One of the basic prerequisites for a functional media market is a regular survey that measures the media preferences of the audience. Such a survey serves as guidelines for both advertisers, media owners and government and can provide a solid ground for regular scientific analyses of the development of the media sector.

The absence of such monitoring studies opens up for unprofessional analyses, often governed by the interest of specific groups that manipulate market information to their own advantage. This behaviour does not only distort the advertising market, it also warps the possibilities for the government to monitor and understand the development of the media market and its effect on democracy and economic development.

#### Proposed support

Support can be given on a short-term basis by producing a follow-up report on the development of the Ethiopian TV- and radio markets, where not only media preferences are measured, but also trust and development of time during 2017.

Long-term support should focus on supporting structures for independent, daily media ratings, approved by both private and government media representatives.

#### Effectiveness

A functional media rating system is a prerequisite for a functional media market.

#### Risk assessment

The following risks are identified:

- Stakeholders cannot agree on an independent system for media ratings
- The system set up does not apply to scientific requirements
- Stakeholders manipulate information in the system to their advantage

## Fund for assisting content production of news and current affairs

#### Description

Most interviewees, both from state and private media, have stated the need for new, innovative formats and programs. This is seen as a necessity to ensure that traditional media is not overrun by social media or by media that only offer superficial entertainment.

To address this challenge, traditional training has proven inefficient. Instead, hands-on coaching in the actual productions has given better results. The development of new formats and presentations most often requires mentoring and coaching that cover the entire production chain: from development of ideas, to ensuring that the necessary structures, resources and competences are in place, to the actual production and finally the strategy for marketing and distribution/broadcasting.

### Proposed support

Once again, it is of vital importance not to distort the market, which is particularly difficult when engaging in production support. Therefore, a fund is proposed that allows all media actors that engage in professional journalism to apply. Based on the application, support can be given in the form of expert production and organisational assistance.

The structure of the fund needs to guarantee that all applications are handled equally and not favouring neither state nor particular private media. Gender aspects as part of the selection criteria could be considered.

### Effectiveness

Support for developing new formats and productions is possibly on top of the list as expressed by the Ethiopian media stakeholders. If a feasible model for support can be developed, it would most certainly contribute to the professionalization of the Ethiopian media sector.

### Risk assessment

The following risks are defined:

- The administrators of the fund are accused of favouring certain media outlets, especially if support to a certain media outlet is proven to be successful
- The fund is used to produce and publish content that is used to further polarise and politicise the Ethiopian media

## Institutional support to the Ethiopian Broadcasting Authority

### Description

The Ethiopian Broadcasting Authority (EBA), is a federal agency accountable to the Prime Minister. Its core responsibilities are to issue, revoke, cancel, and suspend broadcasting service licences; to ensure that broadcasting is conducted in a good manner; to regulate radio and TV in terms of common standards and coverage; to ensure broadcasters' adherence to the provisions laid down in the Broadcasting Service Proclamation (BSP); to detect possible violations of the BSP; to inspect TV and radio media outlets; to provide competence; submit competence licenses for production companies.

In view of the growing importance of social media the EBA is likely to be monitoring and prosecuting offences committed also in the digital sphere. According to EBA statements, this will allow the authority to more effectively monitor and prosecute cases of hate speech and fake news on the internet. (Busch, 2017; EBA, 2017).

Taking into account the EBA's various functions in monitoring the media, handling complaints, and prosecuting violations, the EBA's role within the Ethiopian media sector is crucial. A malfunctioning EBA can be disastrous to the media market, while a well-functioning, autonomous institution that can claim its integrity can be facilitating regulations that may improve the quality of journalism and facilitate the handling of hate speech and fake news on social media.

### Proposed support

According to the management of EBA, the authority is in need of international expertise to support the various, demanding functions of the authority.

Support can be provided in the form of expert consultations to management on how to develop monitoring mechanisms that defend the integrity of the authority, limited to those necessary in a democracy, as expressed in the Ethiopian Constitution.

Support can also include resources to facilitate communication with similar authorities in other countries, engaging the EBA in a global exchange on structures and approaches on how to regulate the broadcasting sphere, including social media.

#### Effectiveness

A transparent and open cooperation with EBA can assist in clarifying the regulations of the broadcasting market. If implementation was more clearly defined it would not only improve the quality of journalism but also encourage new actors to engage in broadcasting, thus sharpening competition, providing more economic resources and more jobs in the broadcasting sector. A comparison can be made of neighbouring Kenya where, despite a population that is only half of that of Ethiopia, caters for around 45 national TV-stations.

#### Risk assessment

The following risks are defined:

- The EBA is not allowing transparent cooperation with international experts
- The Government is not allowing EBA to be independent

## Research programme on development journalism in transition

#### Description

The development of the Ethiopian media sector is in many ways similar to other countries that have had strictly regulated and controlled media, but where social media and privatisation has opened up new possibilities and challenges and where the government on the one hand allows for the media market to open up, on the other hand fears the possible negative consequences.

Strategizing in such an environment is difficult for governments, for media owners and editors for individual journalists, as the rules of the games constantly change. Furthermore, destructive forces may threaten to disrupt positive economic and potential democratic development.

The NLA College in Norway and the School of Journalism at Addis Ababa University has already started a project within this field on a small scale.

#### Proposed support

Support can be given to an international academic research project that examines different strategies to cope with the challenges and opportunities described above. The project should ideally include researchers from Ethiopia and countries in a similar situation with researchers from Sweden and possibly other Western countries.

#### Effectiveness

This support will not yield any short-term results, but the research project in itself can provide a transparent platform where urgent issues related to media freedom, use of social media, government control and self-regulations are discussed.

#### Risk assessment

The following risk are defined:

- The research challenge is not properly defined and thus not providing tangible results
- The project is controlled by the Ethiopian government, not allowing academic freedom
- The project is controlled by donors and Western interests, not allowing for Ethiopian researchers to provide their viewpoints

## Financing for media start-ups

### Description

Funds to finance media start-ups are essential to nurture a growing media market. As foreign currency is scarce in Ethiopia, this makes starting up new new media businesses even more difficult.

One option is to seek financing from funds specialized in media development. Such funds provide affordable financing and technical assistance to independent news and information businesses in challenging environments, helping them to become financially sustainable.

Activities can include affordable loans, equity investments, loan guarantees and technical assistance grants. Mobilizing other investors to maximize the impact of its financing can also be included.

### Proposed support

Support can be provided to ensure that a framework is put in place that makes it feasible for Ethiopian media outlets to seek financing from foreign funds, specialized in media development. Assistance can also be given and facilitate applications for such funds. Such support should include gender scanning of proposed projects as well as targeted support to gender transformative start-ups.

### Effectiveness

Independent media in developing countries are often in need of capital because the banking system may be poorly developed, markets distorted and characterized by unfavourable investment climates. Lack of funds are often the main obstacle to their growth and development and seriously hampers their ability to be commercially viable and self-sustaining.

### Risk assessment

The following risk is defined:

- The highly restricted Ethiopian financial regulatory system and banking system will make it difficult for relevant funds to provide loans to independent media in an efficient manner.

## Annexures

1. Geopoll/KANTAR Media TV- and Radio audience survey
2. GCAO request to the EU-delegation
- 3a. Mapping of Ethiopian media
- 3b. Mapping of ownership of Ethiopian TV-stations
4. Women, media and gender-based violence in Ethiopia\$, special analysis

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## Persons met/contacted

1. H. E. Negeri Lencho, PhD, Minister of Communication, Ethiopia
2. Zedig Abraha, State Minister, Government Communication Affairs Office (GCAO)
3. Berekat Simon, Director, Policy Study & Research Centre (PSRC)
4. Leul Gebru, Deputy Director General, Ethiopian Broadcasting Authority (EBA)
5. Genenew Assefa, Advisor to the Minister of Communication, (GCAO)
6. Getachew Dinku, Ph D, Head of Journalism School, AAU and Board member of EBC
7. Abel Adamu, Deputy CEO, EBC Television
8. Amare Aregawi, Owner and General Manager of Reporter Newspaper, CEO of Media and Communicaitons Center (MCC)
9. Tamrat G. Giorgis, Owner and Managing Editor of Fortune Newspaper
10. Teguest Yilma, Managing Editor of Capital Newspaper
11. Hailu Teklehaimanot, Communications and Marketing Director, Kana Television
12. Yayasaw Shimeles Worku, Editor in Chief, ENN Television
13. Groum Abate, Editor in Chief, Capital newspaper
14. Amanyehun R. Sisay, Owner and Executive Editor Executive Editor at Ethiopian Business Review
15. William Davison, Freelance journalist and Chairman of Ethiopian Foreign Correspondents Association
16. Hadra Ahmed, Freelance Journalist, Field Producer, Media and Communication Professional

17. Niguss Solomon, independent specialist on social media and IT-security
18. Daniel Wiersborsky, independent media consultant
19. Samuel Bekele, Chief Strategist, Zeleman advertising and production agency
20. Michael Melaku, Managing Director, Horn of Africa Press Institute
21. Abdi Mekonnen, Director GeoPoll Ethiopia
22. Shin Teferra, PhD, Managing Partner, Setaweeet
23. Pomi Ayalew, Strategic Partnership and Communication Coordinator, Setaweeet
24. Daniel Gebreselassie (Pastor), CEO, Justice for All, Prison Fellowship Ethiopia
25. Daniel Gezahagne, Deputy CEO, Justice for All
26. Haile Abreha, Senior advisor, Justice for All
27. Wubshet Kibru, Senior advisor, Justice for All
28. Terje Skjerdal, Associate Professor Department of Journalism and Media Studies, NLA College, Norway
29. Örjan Petterson, Lecturer, Department of Media and Journalism, Linnaeus University
30. Tsega Belachew, Ethio-tube, Consultant for Tech Startup
31. Tsedale Lemma, Addis Standard, founder and Editor-in-chief
32. Tedela D. Tekele, DeBirhan media, Founder
33. Yetneberk Tadele Habtemariam, Kaliti Press, founder
34. Abdurahim Ahmed, founder of Harun Tube, anchor and editor at BBN
35. Tewodros Tsegaye, founder and Executive Producer of Reyot Media
36. Mesfin Negash, Programme Director East and Horn of Africa, Civil Rights Defenders
37. Tesfalem Waldyes, journalist, Deutsche Welle
38. Pierre Börjesson, Country Manager Ethiopia and Continental Representative, H&M

The logo for iGeoPoll features a stylized 'i' with a white dot and three blue curved lines above it, resembling a signal or location icon. To the right of this icon, the word 'GeoPoll' is written in a blue sans-serif font, with the 'i' in 'iGeoPoll' being white.

# iGeoPoll

Ethiopia TV & Radio Ratings  
1<sup>st</sup> Jan – 30<sup>th</sup> April 2017

Presented to:

**FOJO: MEDIA INSTITUTE**  
■■ Linnæus University

May 2017

**UNDERSTAND THE WORLD**



# GeoPoll Media Measurement



Overnight media data



SMS surveys capture individual behavior



4 hour recall is most accurate in the market



Real time Data to track ratings, market share, and audiences

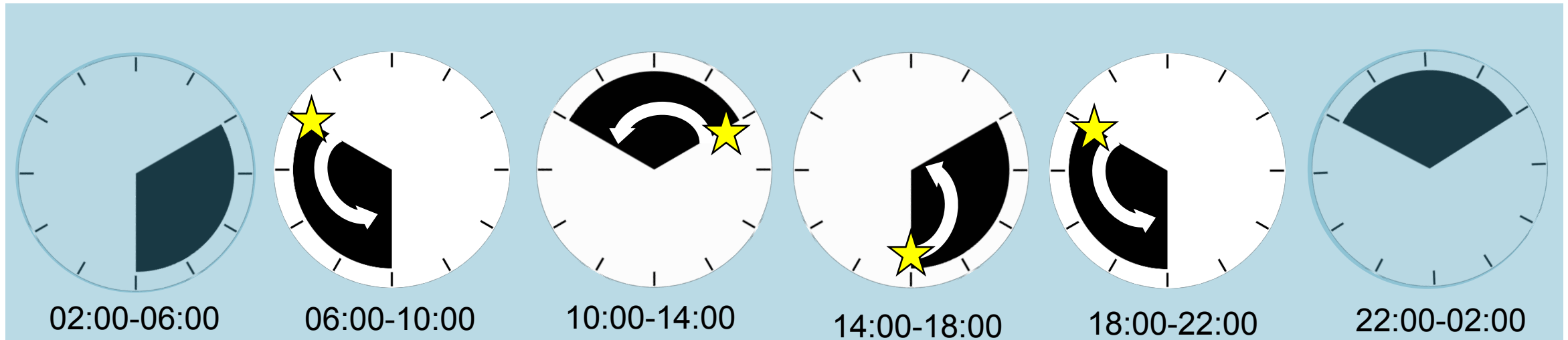
# Key Benefits of the approach

- ✓ 4-hour recall is the **shortest recall time** in the industry, giving us the most accurate data possible.
- ✓ GeoPoll's unique mobile survey methodology measures **individuals** as they consume media throughout the day.
- ✓ SMS surveys reach those with **any phone**, even without a data connection or airtime credit.
- ✓ A small incentive after each completed survey ensures **panel retention rates remain high**.

# Methodology Details

A 4 hour recall period provides the most accurate, most cost efficient way to measure media daily.

4-6\* blocks each covering 4 hours each day



★ Time Survey Conducted

\*24 hour blocks can be turned on with customer demand

# Methodology Continued

**How is the sample selected?** Sample comes from any respondent within the country with a mobile phone under one of GeoPoll's partner Mobile Network Operators. GeoPoll screens for users who are age 15+ and aims to achieve a representative panel across demographics.

**How is the data collected and analyzed?** All data is collected via SMS, and is available in our online UI dashboard. GeoPoll analysts validate raw data and UI dashboard ratings and metrics to ensure accurate and timely delivery.

**To what extent can we rely on the data?** GeoPoll data reaches respondents across locations, gender, and age, is representative of mobile phone owners in each market. Our data consistently picks up spikes for typically high rating events, such as football matches for example. Data is vetted and any respondent providing unsound info is removed from the panel.



# Methodology Continued

## **What precautions have been put in place to avoid bias?**

- Randomized answer categories
- Randomized question order
- Establishment survey to determine top stations and brands
  - At the regional level for radio stations
- Consistent question count each survey regardless of path taken (whether they watched TV or not)

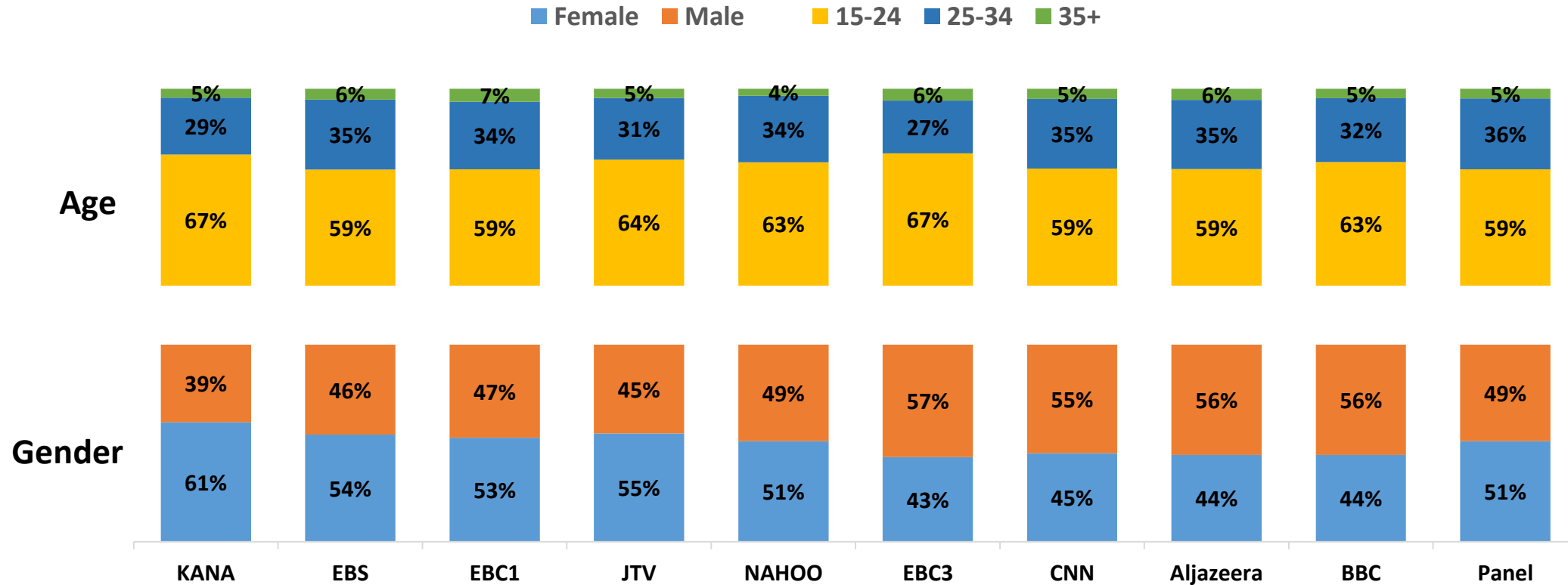
## **Additional Details in Ethiopia Methodology-**

- Launched January 9, 2017
- 1,000+ Establishment surveys completed to determine prompted stations and brand lists
- Covers Addis Ababa, Oromia, SNNPR, Tigray, and Dire Dawa
- Data is weighted by Gender and Location to be nationally representative
- Over 12,000 completed surveys each month



# TV Station Profiles - Top 10 National Stations

Jan – April 2017



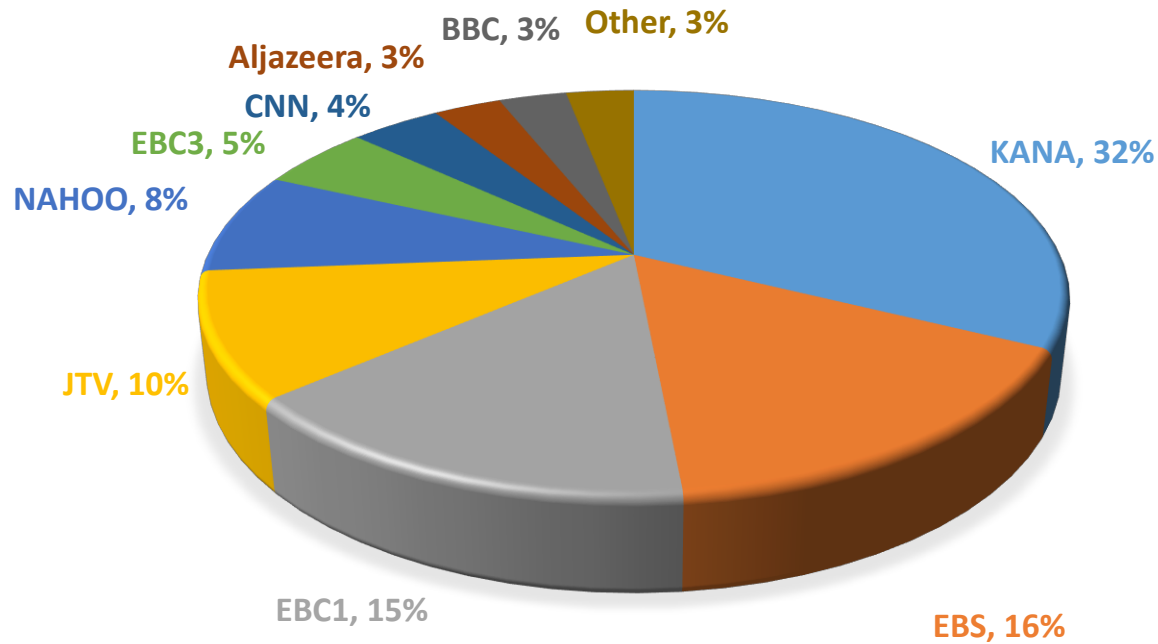
Kana has a higher female to male ratio than other stations. Kana and EBC3 watchers are comprised of a higher % of youth (age 15-24) vs 25+ watchers compared to other stations. EBS and EBC1, as well as CNN and Al Jazeera capture a higher % of age 25+ vs youth compared to other stations.

Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115

# TV Share of Viewership

Jan – April 2017

## SHARE



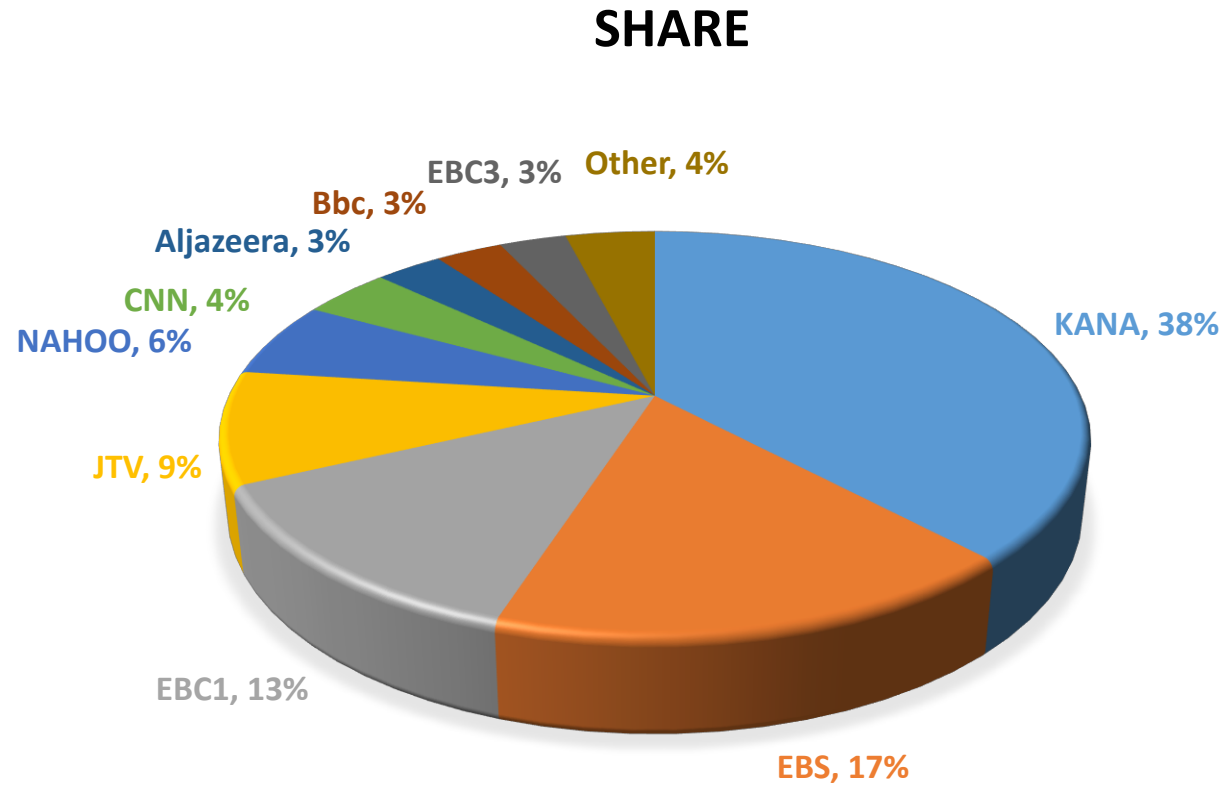
Station	Share	Average Audience
KANA	32%	2,918,000
EBS	16%	1,478,000
EBC1	15%	1,383,000
JTV	10%	913,000
NAHOO	8%	739,000
EBC3	5%	491,000
CNN	4%	320,000
Aljazeera	3%	259,000
BBC	3%	312,000

KANA TV is the most popular station with over 30% share and an average audience of almost 3 million while EBS comes second reaching half the audience KANA TV reaches. EBC1, JTV, and Nahoo close out the top 5 stations which comprise 81% of total share.

Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115

# TV Share of Viewership – Addis Abeba

Jan – April 2017



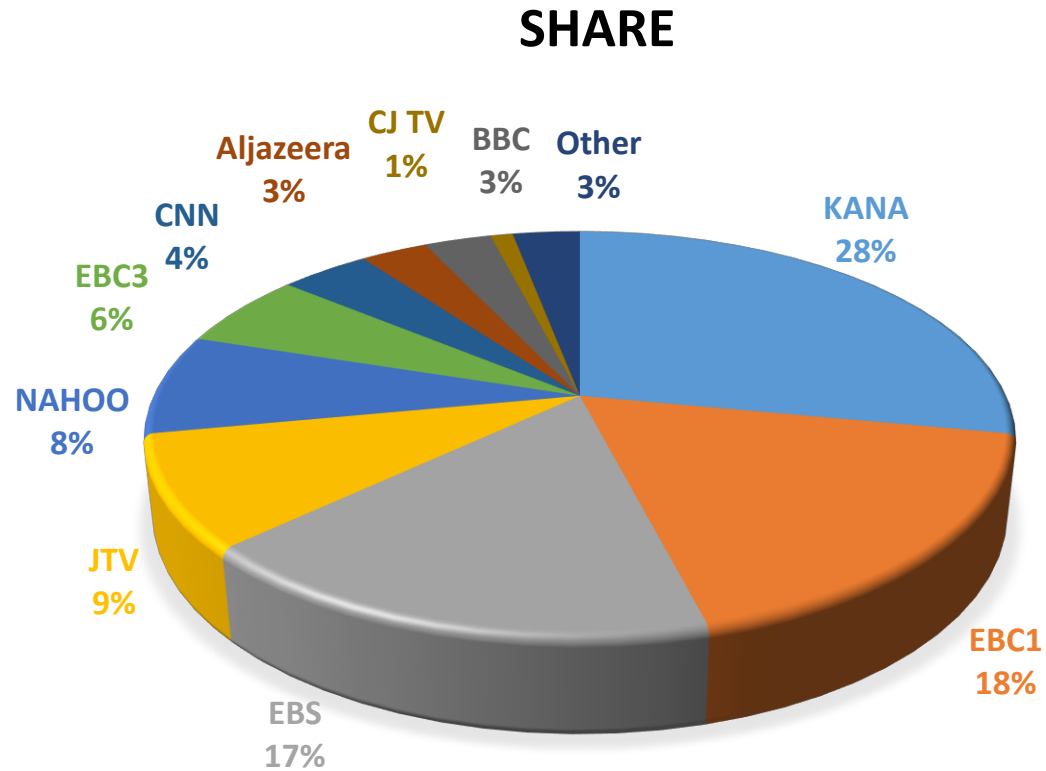
Station	Share	Average Audience
KANA	38%	928,000
EBS	17%	415,000
EBC1	13%	317,000
JTV	9%	220,000
NAHOO	6%	146,000
CNN	4%	98,000
Aljazeera	3%	73,000
Bbc	3%	73,000
EBC3	3%	73,000

In Addis the share of many stations is similar to the national metric, except Kana has a 6% larger share in the capital city.

Panel Universe Estimate: 2,505,984  
TV Universe Estimate: 2,129,585

# TV Share of Viewership – SNNP

Jan – April 2017



Station	Share	Average Audience
KANA	28%	582,000
EBC1	18%	359,000
EBS	17%	338,000
JTV	9%	184,000
NAHOO	8%	168,000
EBC3	6%	128,000
CNN	4%	87,000
Aljazeera	3%	57,000
BBC	3%	69,000

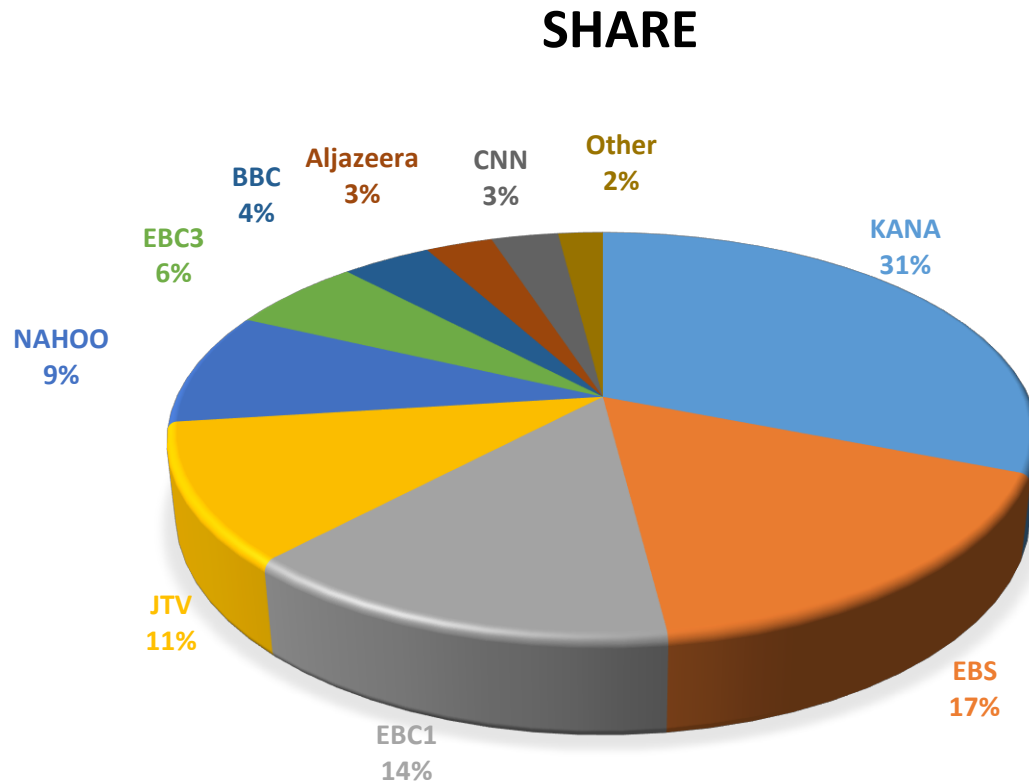
Just like Addis Abeba KANA leads in SNNP with a share of 28% EBC1 follows with 18%.

Panel Universe Estimate: 8,315,879

TV Universe Estimate: 7,066,834

# TV Share of Viewership – Oromia

Jan – April 2017



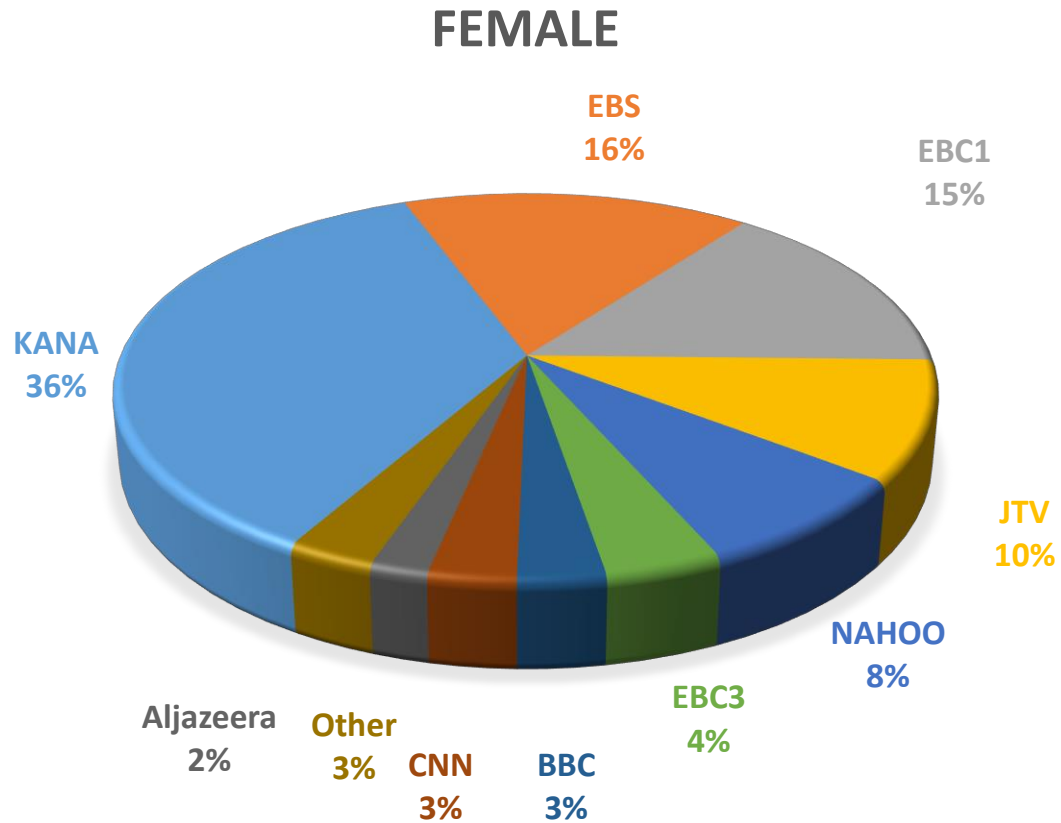
Station	Share	Average Audience
KANA	31%	1,657,000
EBS	17%	884,000
EBC1	14%	761,000
JTV	11%	577,000
NAHOO	9%	459,000
EBC3	6%	301,000
BBC	4%	193,000
Aljazeera*	3%	166,000
CNN	3%	184,000

Kana is still the leading TV station in Oromia with a share of 31%. The station attained an average of over 1.5 million which is 3 times higher as compared to the audience in SNNP due to the larger population.

Panel Universe Estimate: 21,686,912  
TV Universe Estimate: 18,429,538

# TV Share Of Viewership by Gender

Jan – April 2017



Station	Share	Average Audience
KANA	36%	1,769,000
EBS	16%	809,000
EBC1	15%	730,000
JTV	10%	503,000
NAHOO	8%	377,000
EBC3	4%	210,000
BBC	3%	139,000
CNN	3%	145,000
Aljazeera	2%	114,000

KANA captures a higher share among females compared to males, and an average audience of 1.77 million.

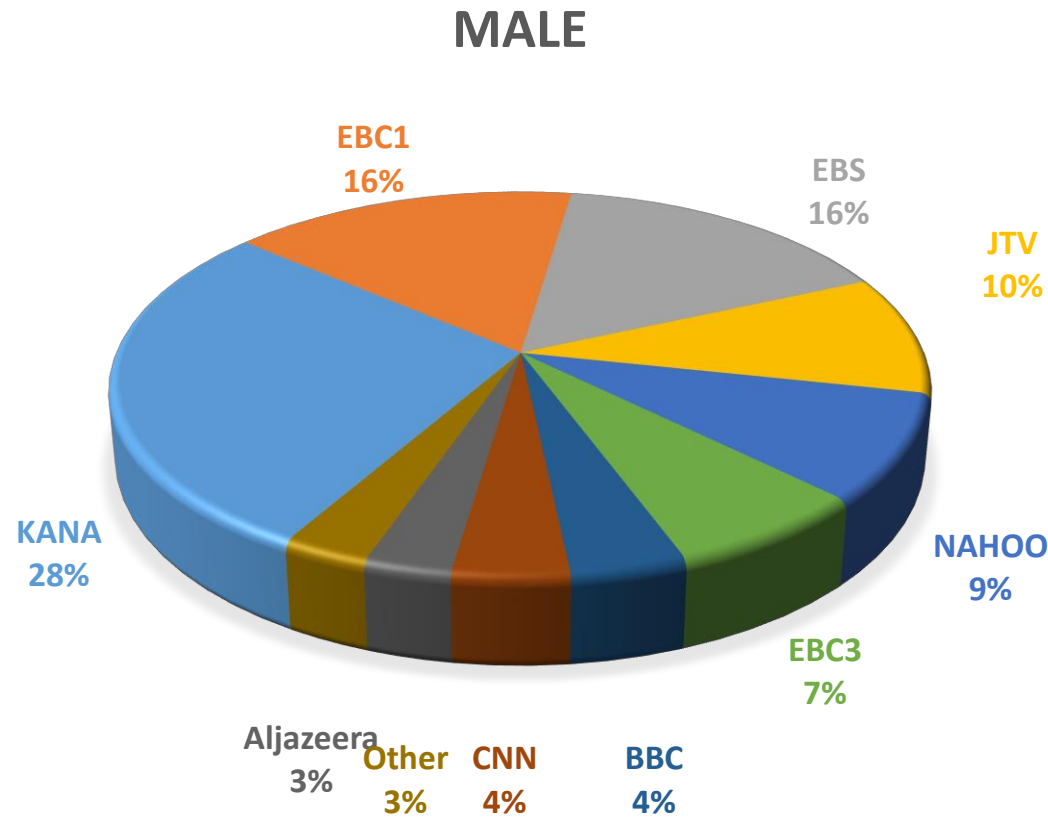
Panel Universe Estimate: 18,276,220

TV Universe Estimate: 15,531,132



# TV Share Of Viewership by Gender

Jan – April 2017



Station	Share	Average Audience
KANA	28%	1,149,000
EBC1	16%	653,000
EBS	16%	669,000
JTV	10%	410,000
NAHOO	9%	362,000
EBC3	7%	281,000
BBC	4%	174,000
CNN	4%	175,000
Aljazeera	3%	144,000

Kana is still the top station among males but not as high a share of males (28%) as females (36%). EBC3 captured a higher share for males (7%) vs females (4%).

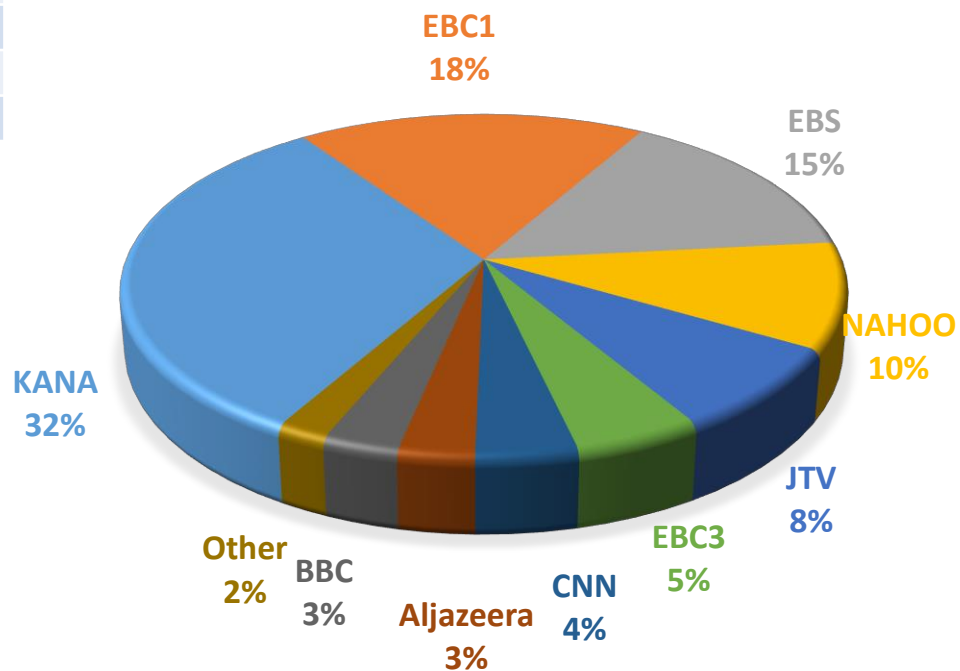
Panel Universe Estimate: 18,673,786  
TV Universe Estimate: 15,868,983

# TV Share Of Viewership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D

## LSM 4 - 8



Station	Share	Average Audience
KANA	32%	568,000
EBC1	18%	322,000
EBS	15%	262,000
NAHOO	10%	176,000
JTV	8%	141,000
EBC3	5%	95,000
CNN	4%	67,000
Aljazeera	3%	55,000
BBC	3%	55,000

Viewers under LSM 4-8 mostly watch KANA, EBC1 comes second with 18% share while EBS had 15% share and 262,000 average viewers. EBC1 and Nahoo have a higher share amongst the LSM 4-8 group vs LSM 9+.

Panel Universe Estimate: 10,230,961

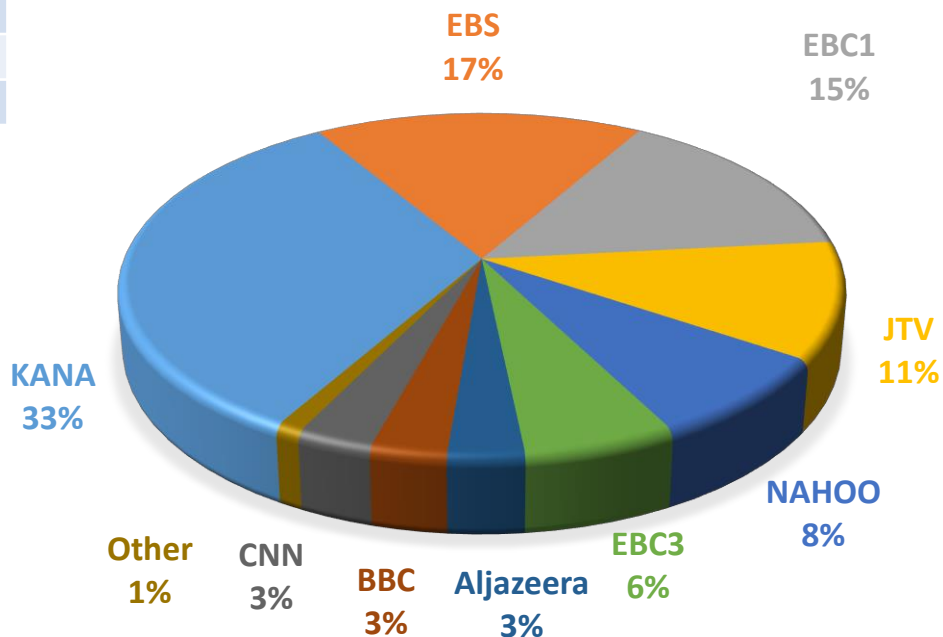
TV Universe Estimate: 8,694,270

# TV Share Of Viewership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D

## LSM 9 - 12



Station	Share	Average Audience
KANA	33%	1,567,000
EBS	17%	804,000
EBC1	15%	697,000
JTV	11%	517,000
NAHOO	8%	369,000
EBC3	6%	271,000
Aljazeera	3%	120,000
BBC	3%	147,000
CNN	3%	137,000

Viewership patterns across LSM groups are relatively similar. JTV has a slightly higher share amongst LSM 9+ compared to LSM 4-8.

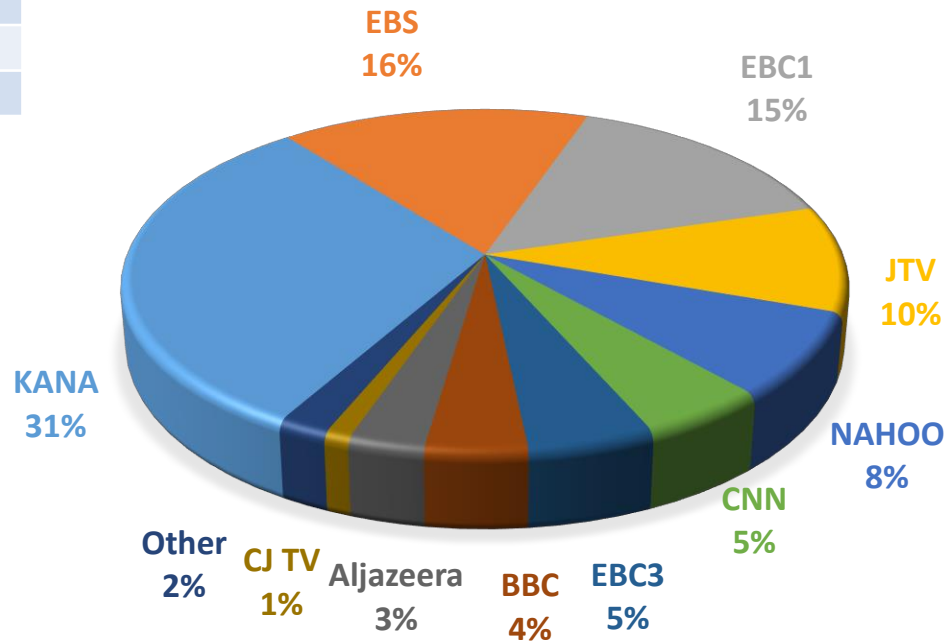
Panel Universe Estimate: 17,675,518  
TV Universe Estimate: 15,020,655

# TV Share Of Viewership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D

## LSM 13 - 17



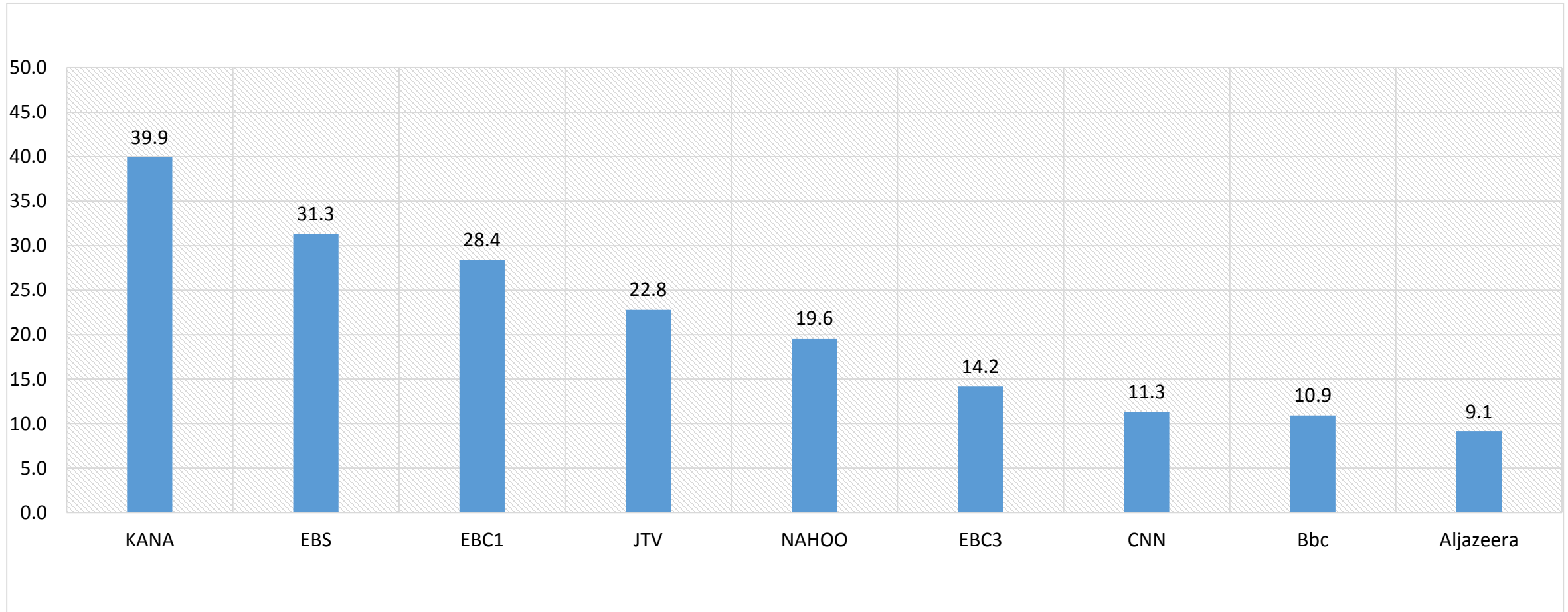
Station	Share	Average Audience
KANA	31%	777,000
EBS	16%	409,000
EBC1	15%	363,000
JTV	10%	254,000
NAHOO	8%	192,000
CNN	5%	116,000
EBC3	5%	125,000
BBC	4%	108,000
Aljazeera	3%	83,000
CJ TV	1%	15,000

Viewers in the higher LSM also tune in to KANA TV which had 31% share & average audience of 777,000. CNN has a slightly higher share in LSM 13-17 compared to LSM 4-12.

Panel Universe Estimate: 8,077,641  
TV Universe Estimate: 6,864,379

# TV Daily Cumulative Rating - Top 10 National Stations

Jan – April 2017



Kana leads with the highest average daily cumulative rating (one-day reach) with 39.9. EBS and EBC1 compete for the second highest spot with 31.3 and 28.4 respectively.

Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115

# Regional TV Comparison

Jan – April 2017

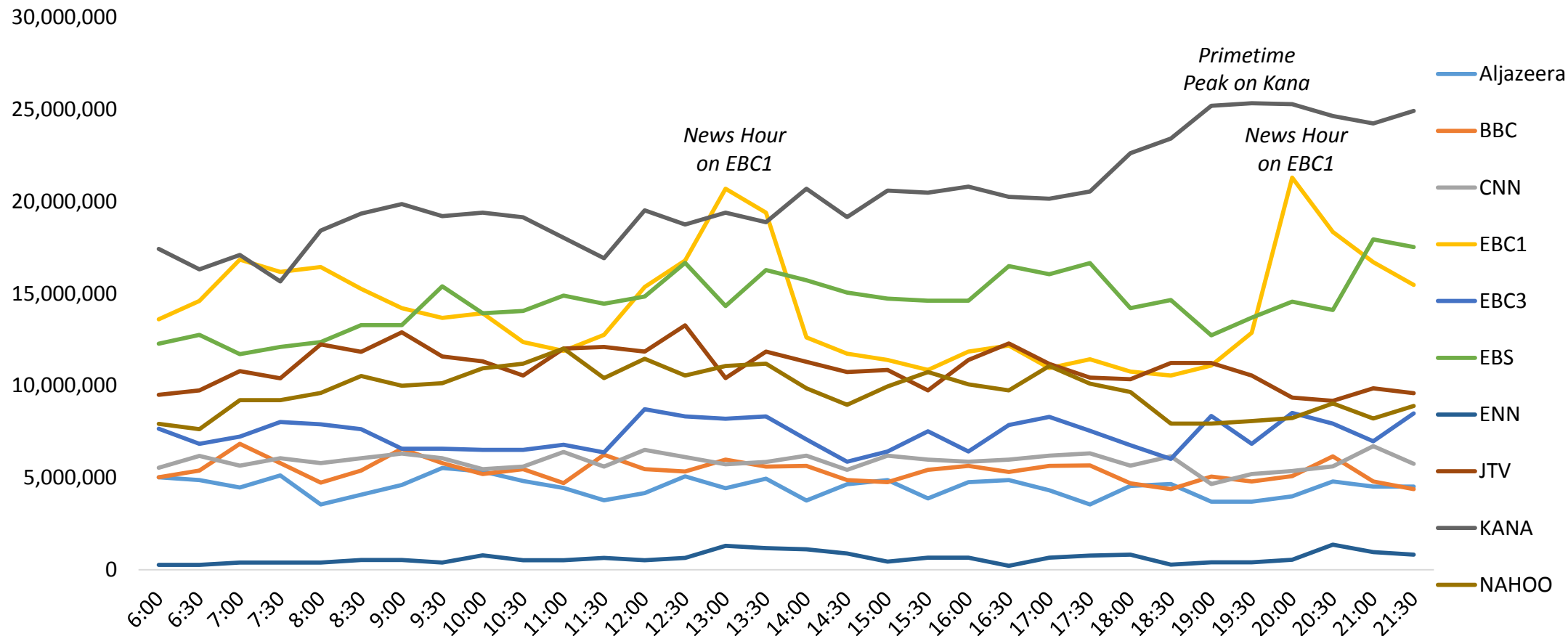
	Addis Abeba	Dire Dawa	Oromia	SNNPR	Tigray	Grand Total
KANA	8.0	16.7	8.0	4.6	11.5	7.4
EBS	4.4	5.5	4.6	2.9	5.7	4.2
EBC1	3.3	4.1	4.0	2.9	6.2	3.8
JTV	2.0	3.4	2.9	1.9	2.8	2.5
NAHOO	1.4	2.7	2.7	1.7	2.3	2.3
EBC3	0.9	0.4	1.5	1.0	1.6	1.3
CNN	1.0	0.5	0.9	1.1	0.6	0.9
Bbc	0.9	0.5	0.8	0.4	0.7	0.7
Aljazeera	0.6	0.4	0.8	0.2	0.4	0.6
Total	22.4	34.1	26.2	16.7	31.6	23.7

Kana is the top station across all regions, although has a particularly strong performance in Dire Dawa. Total TV watching is also highest in Dire Dawa, and lowest in SNNPR

# Daypart Cumulative Audience – Top 10 Stations

Jan – April 2017

Monday - Friday



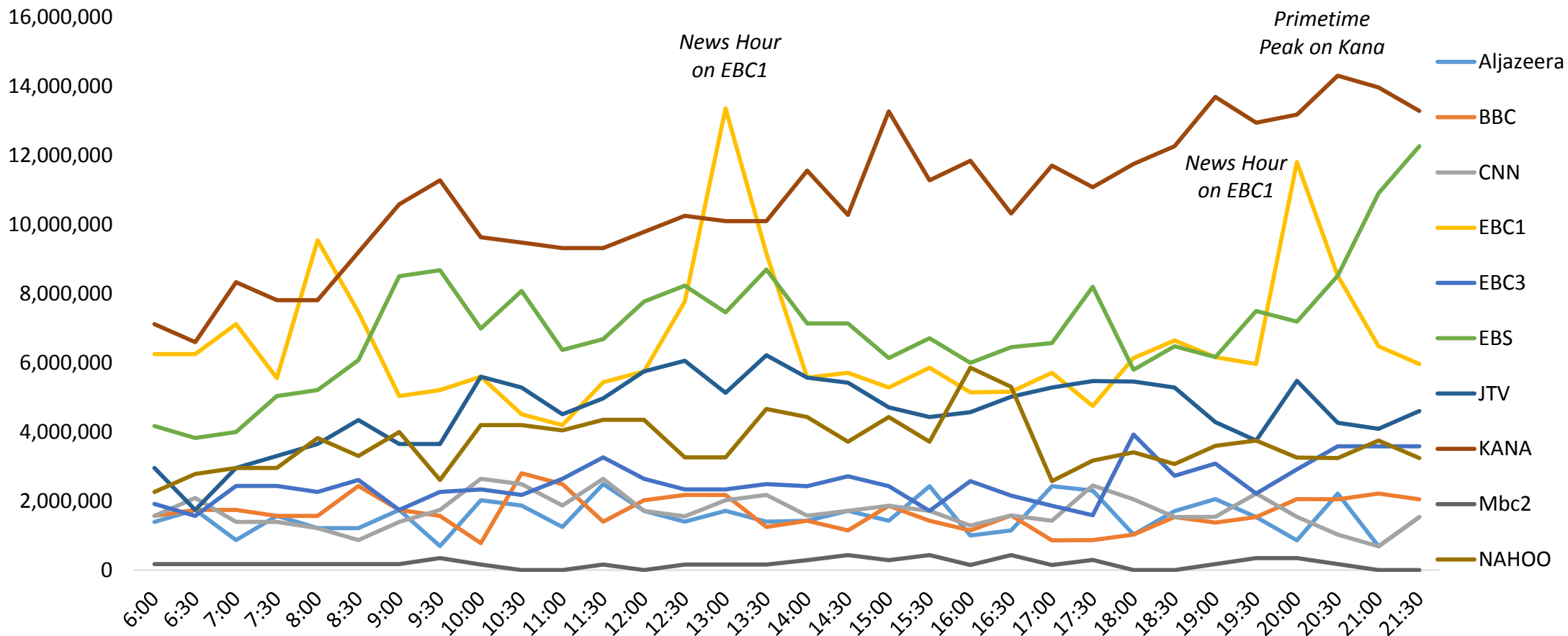
KANA TV leads during most of the day on weekdays except between 7:30am – 8am & between 1pm – 2pm when EBC1 had higher audience numbers.

Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115

# Daypart Cumulative Audience – Top 10 Stations

Jan – April 2017

Saturday



On Saturday EBC1 still gets higher ratings than KANA between 8am – 8:30am & 1pm – 1:30pm. EBS shows a strong performance between 9-10pm on Saturdays.

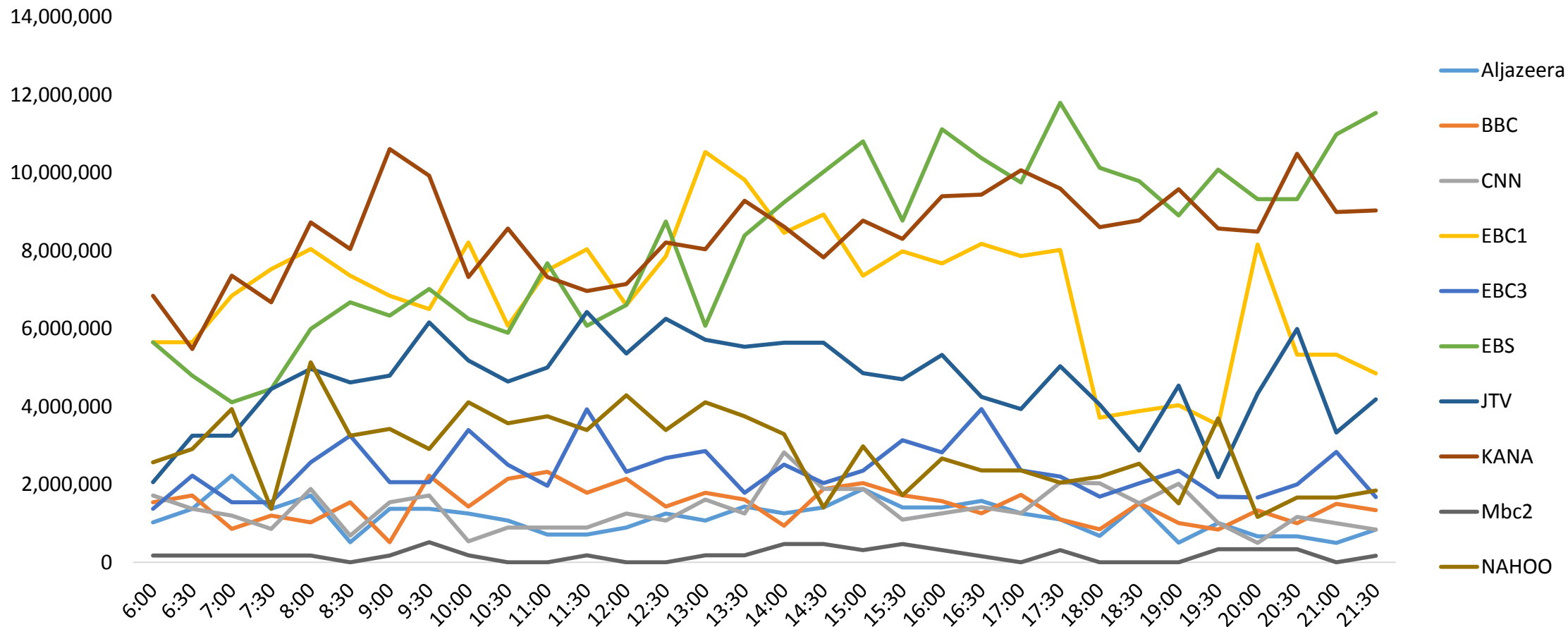
Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115



# Daypart Cumulative Audience – Top 10 Stations

Jan – April 2017

Sunday



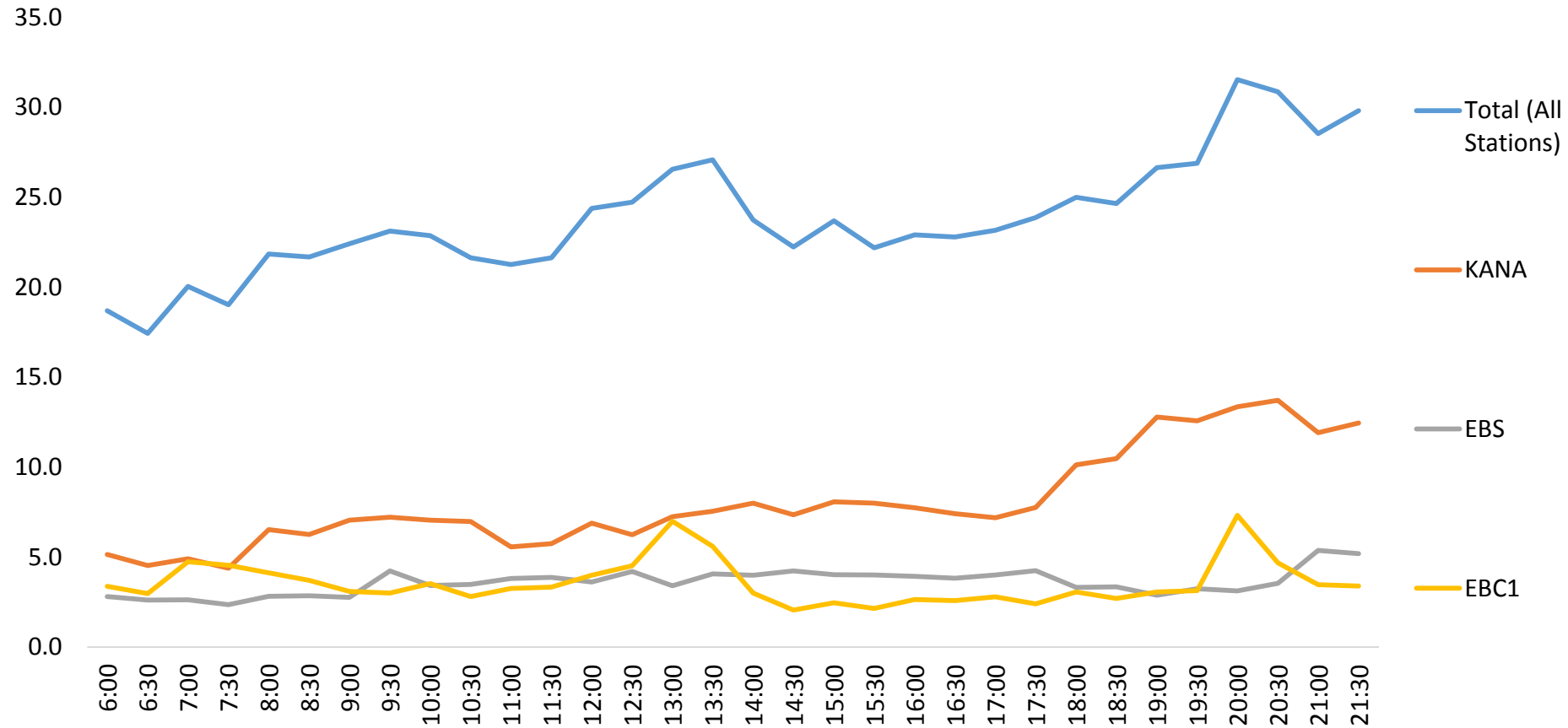
On Sundays, KANA, EBS & EBC1 compete for audiences especially in the morning & midmorning hours. The 5:30pm – 6pm EBS show had the highest viewers of 11,793,000 viewers. EBS performs the best on Sundays compared to other days of the week.

Panel Universe Estimate: 36,950,006  
TV Universe Estimate: 31,400,115

# Average Ratings Total (All Stations) and Top Stations - Weekday

Jan – April 2017

## Average Weekday



Most TV watching occurs between 19:00-22:00, with peak viewing occurring between 20:00-21:00. An additional peak occurs between 13:00-14:00. Kana dominated watching between 18:00-22:00, while EBC1 competes for the top spot at 13:00, in the morning at 7:00-8:00, and also performs well between 20:00-20:30. EBS has solid afternoon ratings but not as high for primetime, until the 21:00-22:00 slot.

Panel Universe Estimate: 36,950,006

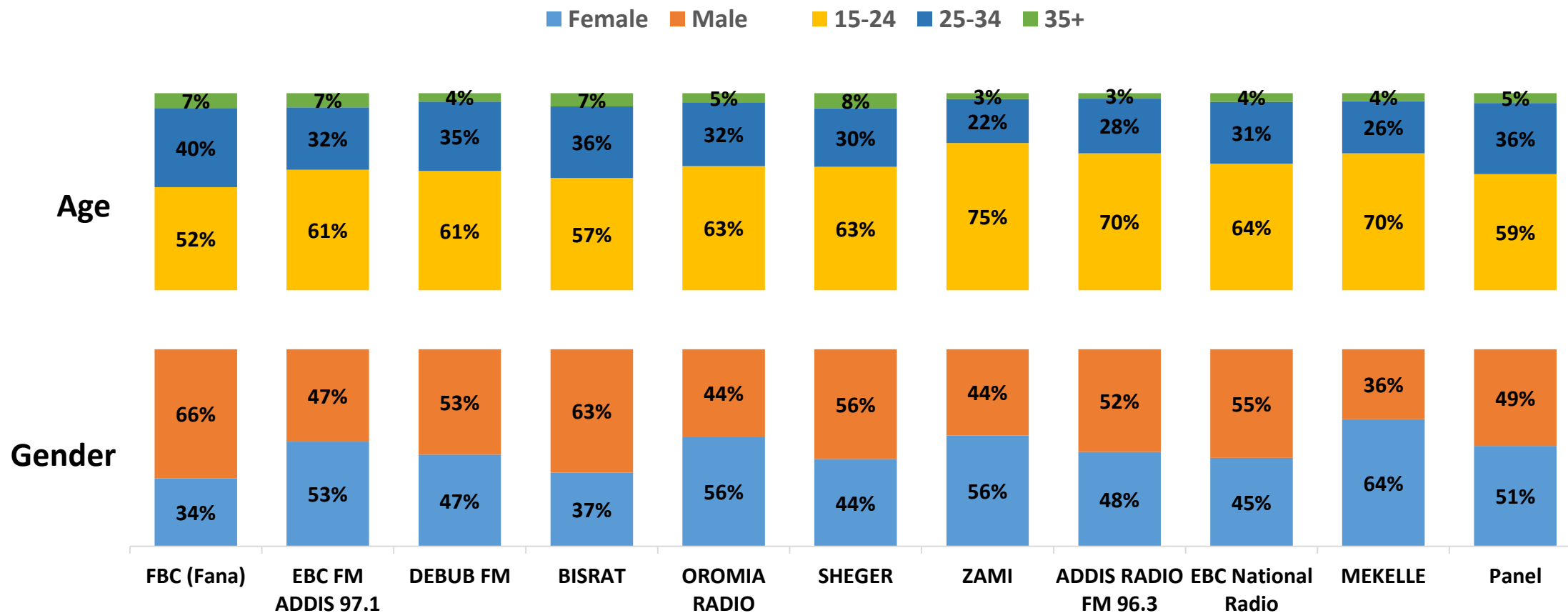
TV Universe Estimate: 31,400,115



**RADIO RATINGS**  
**Total Audience**

# Radio Station Profiles – Top 10 Stations

Jan – April 2017



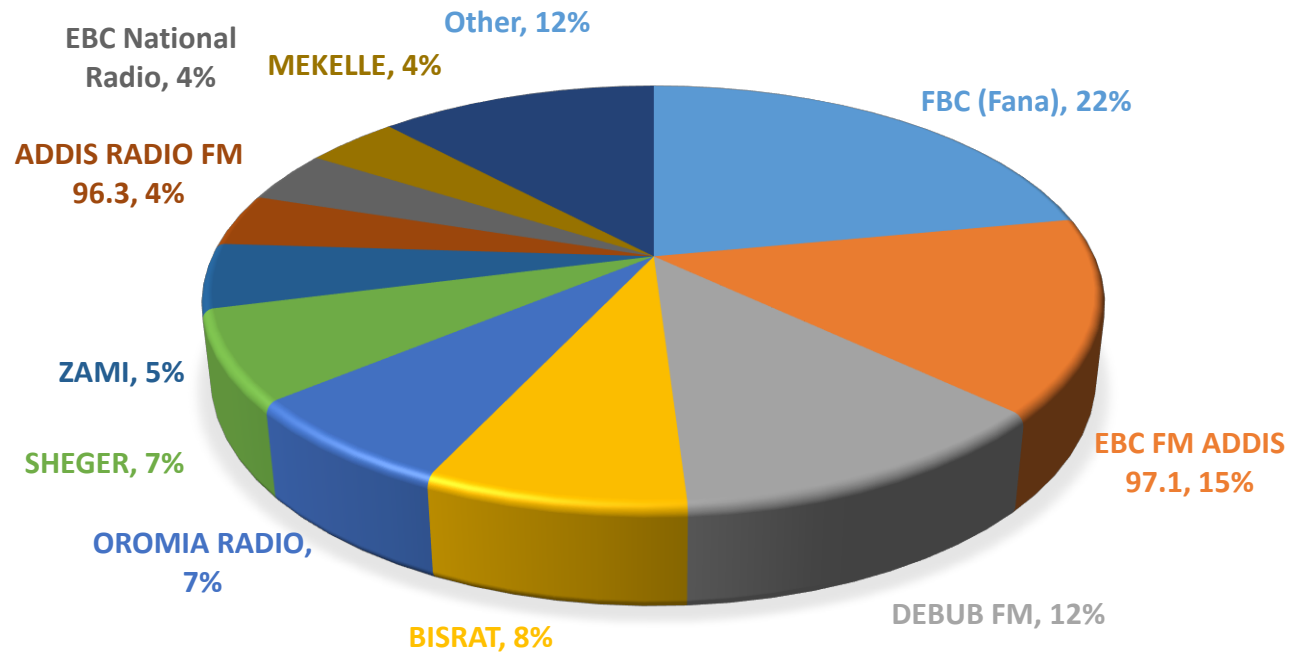
Zami listeners were more youth (75%) than other stations. FBC (Fana) listeners were more male (66%) compared to other stations.

Panel Universe Estimate: 36,950,006  
Radio Universe Estimate: 26,648,344

# Radio Share of Listenership

Jan – April 2017

## SHARE



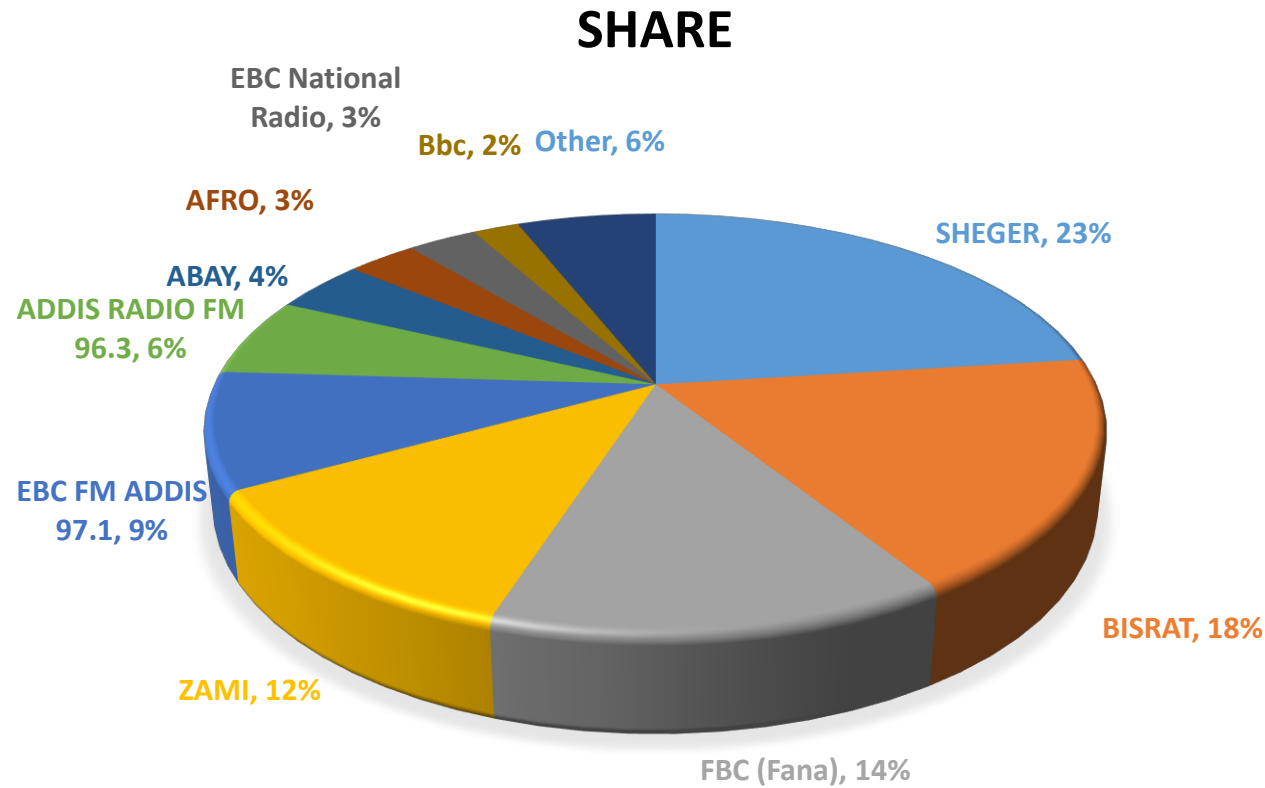
Station	Share	Average Audience
FBC (Fana)	22%	2,976,000
EBC FM ADDIS 97.1	15%	1,968,000
DEBUB FM	12%	1,576,000
BISRAT	8%	1,033,000
OROMIA RADIO	7%	967,000
SHEGER	7%	987,000
ZAMI	5%	681,000
ADDIS RADIO FM 96.3	4%	569,000
EBC National Radio	4%	501,000
MEKELLE	4%	506,000

FBC is the most listened to station nationally while EBC FM ADDIS comes in second with 15%.

Panel Universe Estimate: 36,950,006  
Radio Universe Estimate: 26,648,344

# Radio Share of Listenership – Addis Abeba

Jan – April 2017



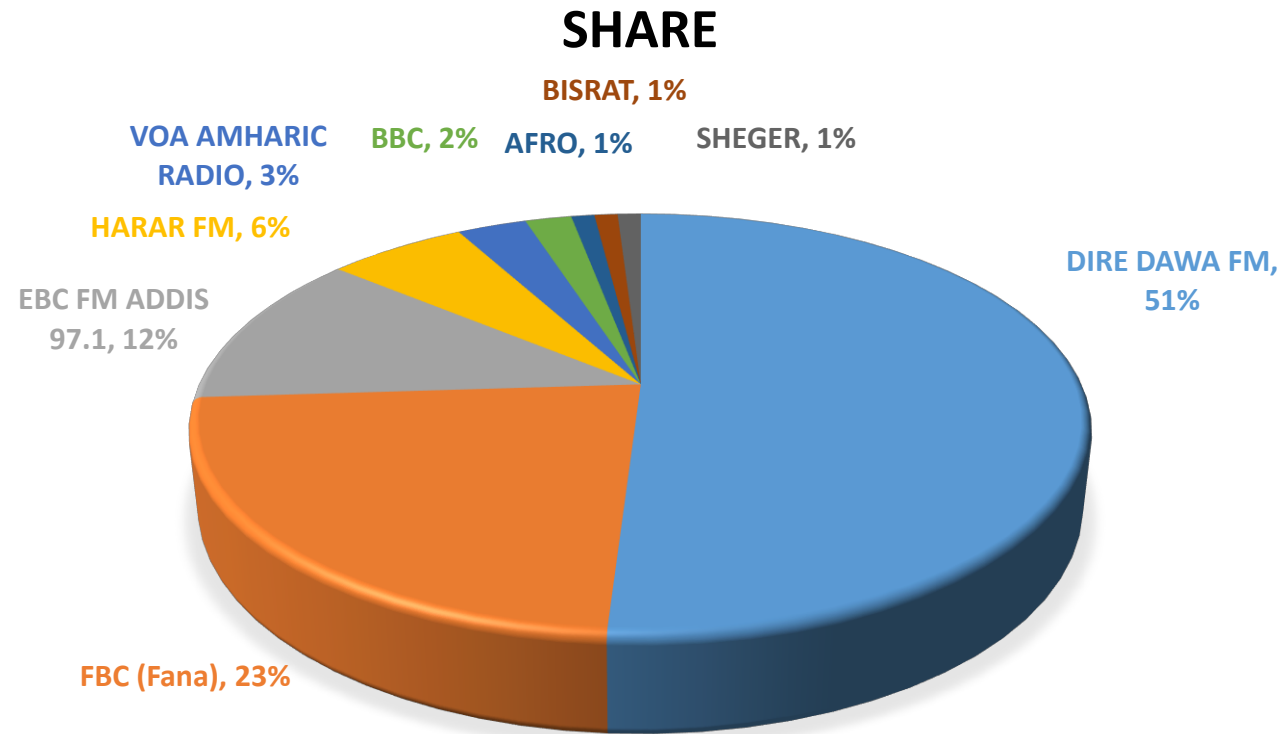
Station	Share	Average Audience
SHEGER	23%	559,000
BISRAT	18%	437,000
FBC (Fana)	14%	340,000
ZAMI	12%	291,000
EBC FM ADDIS 97.1	9%	219,000
ADDIS RADIO FM 96.3	6%	146,000
ABAY	4%	97,000
AFRO	3%	73,000
EBC National Radio	3%	73,000
Bbc	2%	49,000

Sheger is the top station in Addis with 23% share, followed by Bisrat with 18%, and FBC (Fana) with 14%.

Panel Universe Estimate: 2,429,148  
Radio Universe Estimate: 1,751,901

# Radio Share of Listenership – Dire Dawa

Jan – April 2017



Station	Share	Average Audience
DIRE DAWA FM	51%	38,000
FBC (Fana)	23%	17,000
EBC FM ADDIS 97.1	12%	9,000
HARAR FM	6%	4,000
VOA AMHARIC RADIO	3%	2,000
BBC	2%	1,000
SHEGER	1%	1,000
ZAMI	1%	1,000

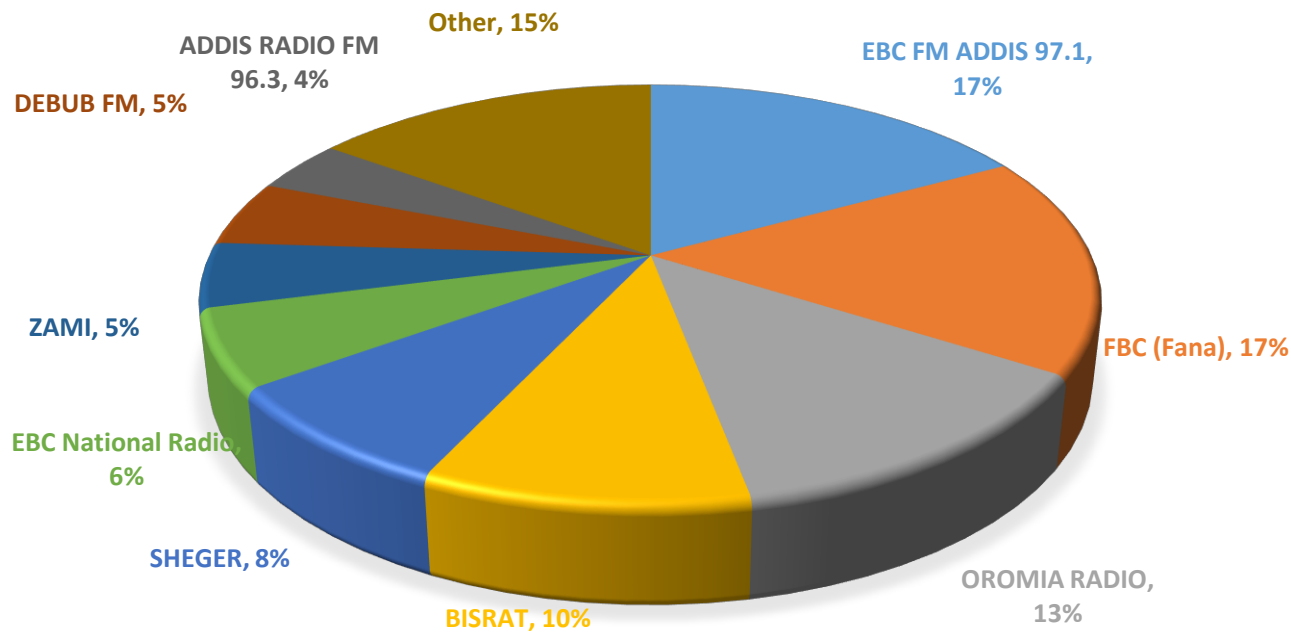
More than half of radio audience in Dire Dawa region prefer tuning into to Dire Dawa FM which has 51% share.

Panel Universe Estimate: 270,246  
Radio Universe Estimate: 194,901

# Radio Share of Listenership – Oromia

Jan – April 2017

## SHARE



Station	Share	Average Audience
FBC (Fana)	17%	1,359,000
EBC FM ADDIS 97.1	17%	1,293,000
OROMIA RADIO	13%	1,020,000
BISRAT	10%	744,000
SHEGER	8%	599,000
EBC National Radio	6%	459,000
ZAMI	5%	445,000
DEBUB FM	5%	365,000
ADDIS RADIO FM 96.3	4%	306,000

FBC(Fana), EBC FM and Oromia Radio are the most popular radio stations in Oromia region with a share of 47% in total.

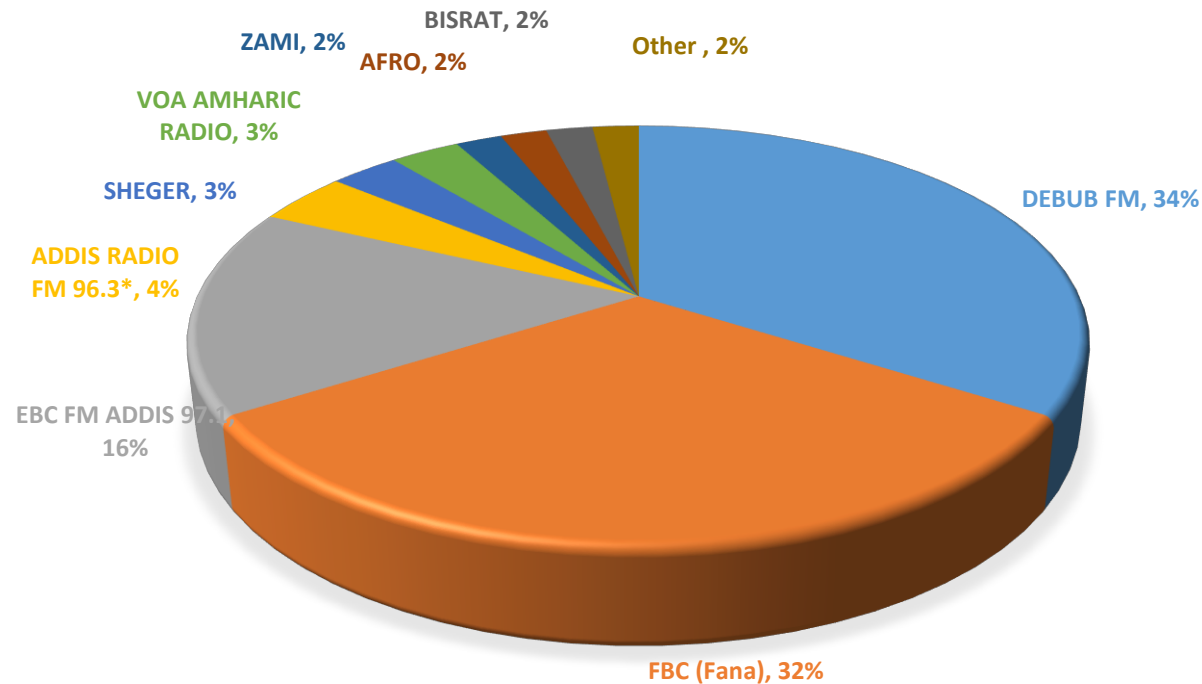
Panel Universe Estimate: 20,323,781  
Radio Universe Estimate: 14,657,511



# Radio Share of Listenership – SNNP

Jan – April 2017

## SHARE



Station	Share	Average Audience
DEBUB FM	34%	1,237,000
FBC (Fana)	32%	1,169,000
EBC FM ADDIS 97.1	16%	564,000
ADDIS RADIO FM 96.3*	4%	135,000
SHEGER	3%	112,000
VOA AMHARIC RADIO	3%	94,000
BISRAT	2%	76,000
ZAMI	2%	74,000
AFRO	2%	57,000

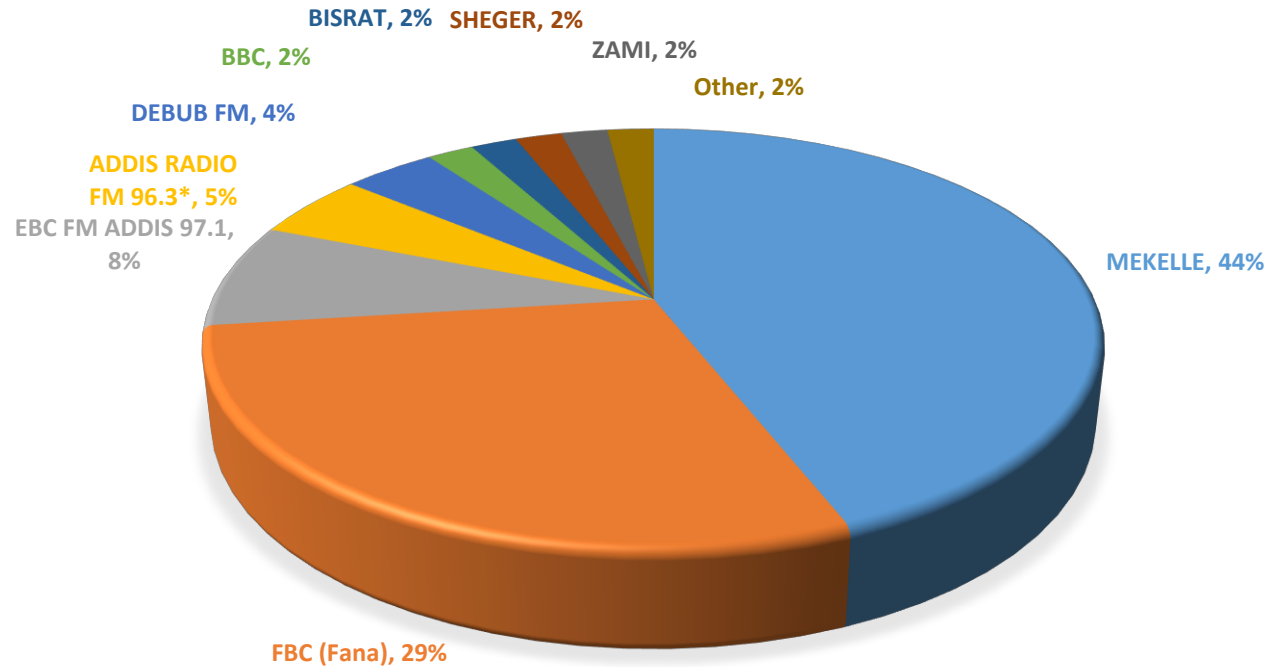
DEBUB FM leads in SNNP region with 34% share, FBC(Fana) follows closely with 32% share.

Panel Universe Estimate: 10,763,560  
Radio Universe Estimate: 7,762,679

# Radio Share of Listenership – Tigray

Jan – April 2017

## SHARE



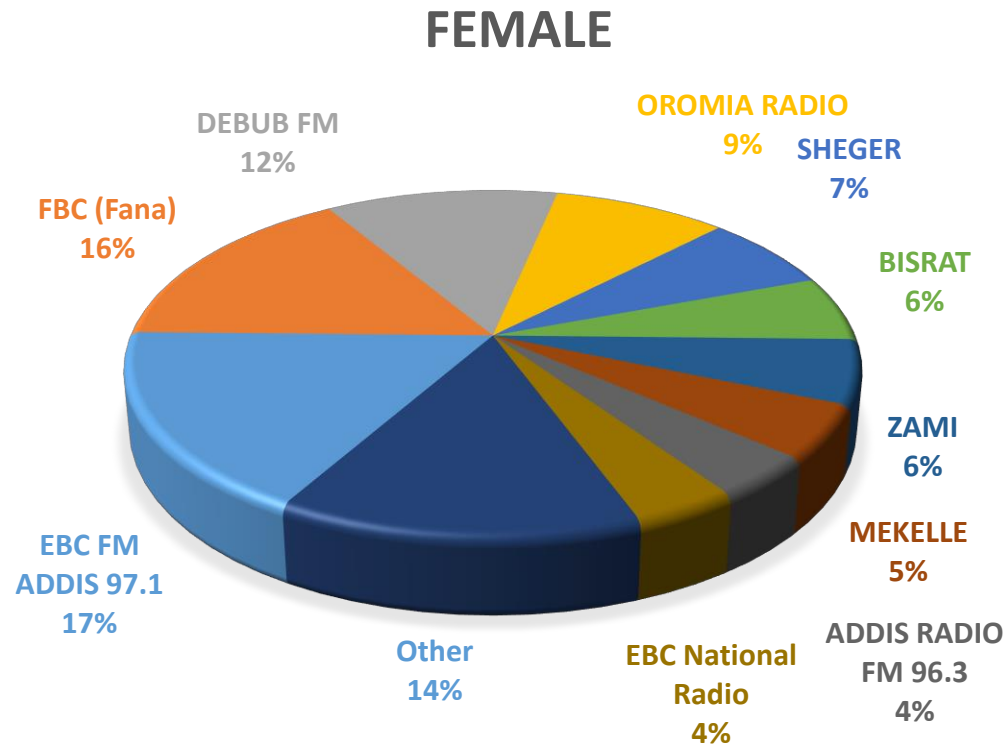
Station	Share	Average Audience
MEKELLE	44%	507,000
FBC (Fana)	29%	331,000
EBC FM ADDIS 97.1	8%	93,000
ADDIS RADIO FM 96.3*	5%	60,000
DEBUB FM	4%	40,000
BBC	2%	25,000
BISRAT	2%	21,000
SHEGER	2%	21,000

44% of radio audience Tigray spend most of their radio time on Mekelle. FBC(Fana) comes 2<sup>nd</sup> with 29% share.

Panel Universe Estimate: 3,098,267  
Radio Universe Estimate: 2,234,470

# Radio Share of Listenership by Gender

Jan – April 2017



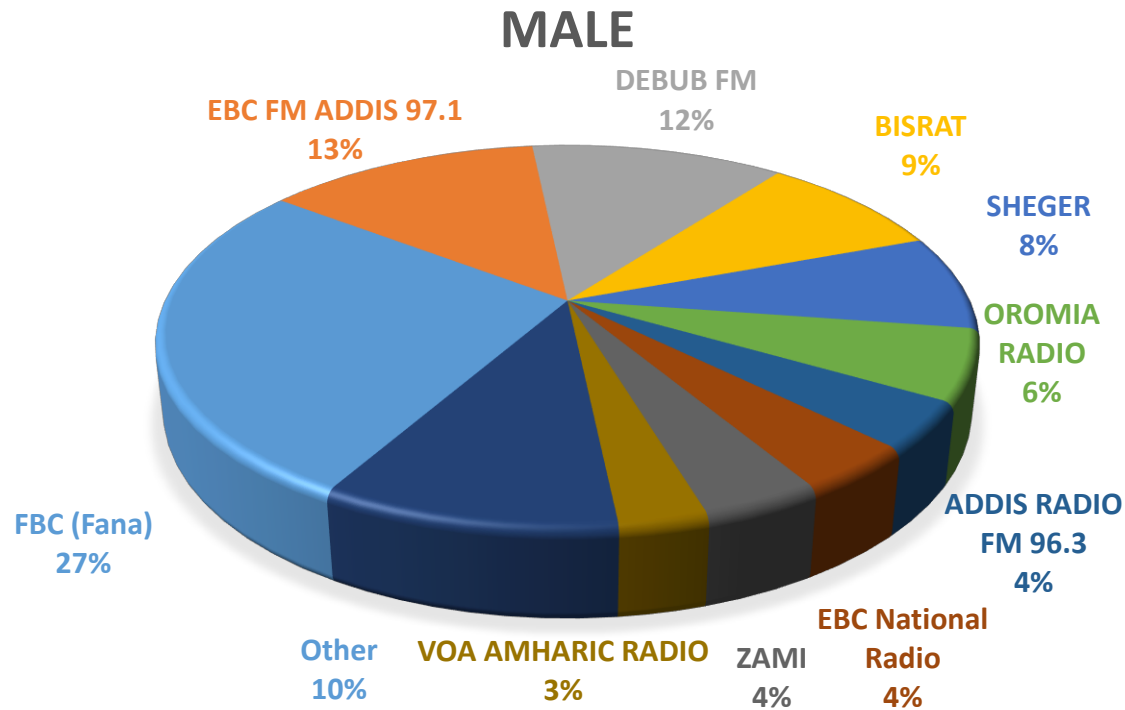
Station	Share	Average Audience
EBC FM ADDIS 97.1	17%	1,047,000
FBC (Fana)	16%	1,030,000
DEBUB FM	12%	743,000
OROMIA RADIO	9%	573,000
SHEGER	7%	440,000
BISRAT	6%	386,000
ZAMI	6%	385,000
MEKELLE	5%	326,000
ADDIS RADIO FM 96.3	4%	273,000
EBC National Radio	4%	226,000

Females prefer EBC FM ADDIS to all other stations even FBC which had 16% share; the two stations however highly compete with EBC having only 17,000 more average listeners.

Panel Universe Estimate: 18,263,460  
TV Universe Estimate: 13,171,608

# Radio Share of Listenership by Gender

Jan – April 2017



Station	Share	Average Audience
FBC (Fana)	27%	1,947,000
EBC FM ADDIS 97.1	13%	921,000
DEBUB FM	12%	832,000
BISRAT	9%	646,000
SHEGER	8%	547,000
OROMIA RADIO	6%	395,000
ADDIS RADIO FM 96.3	4%	296,000
EBC National Radio	4%	275,000
ZAMI	4%	295,000
VOA AMHARIC RADIO	3%	181,000

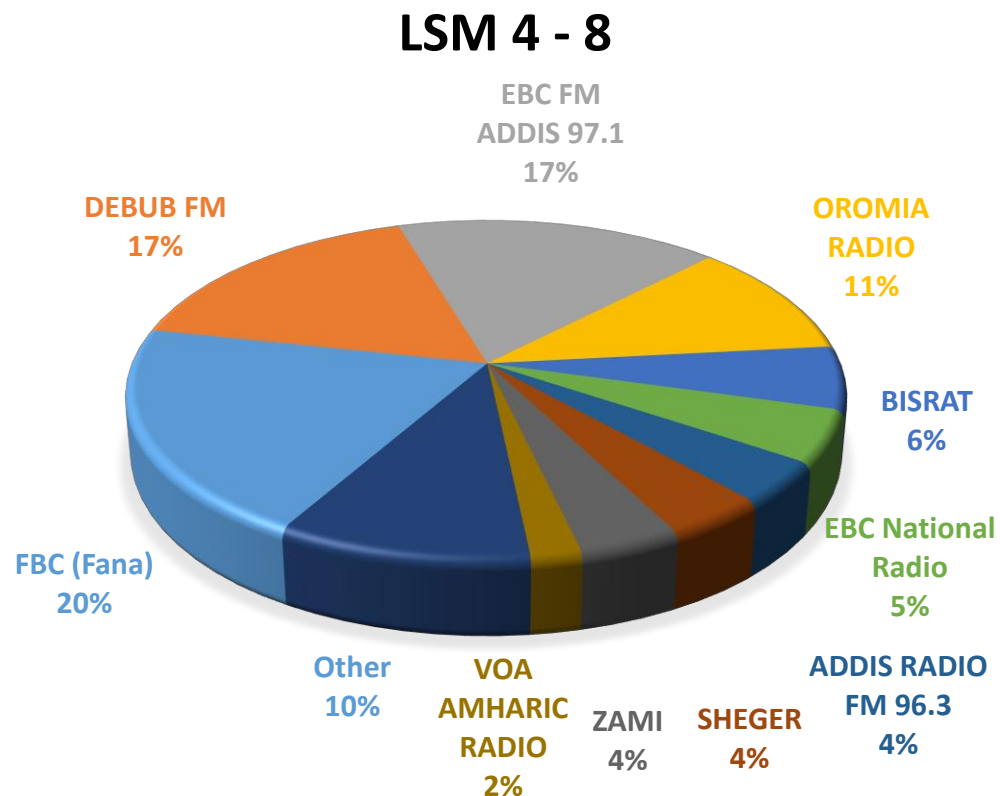
When it comes to the male audience, FBC leads with over a million more listeners than EBC FM ADDIS which was second with 13% share. Bisrat also has a higher share amongst males (9%) vs. females (6%).

Panel Universe Estimate: 18,686,546  
TV Universe Estimate: 13,476,736

# Radio Share of Listenership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D



Station	Share	Average Audience
FBC (Fana)	20%	552,000
DEBUB FM	17%	471,000
EBC FM ADDIS 97.1	17%	458,000
OROMIA RADIO	11%	301,000
BISRAT	6%	152,000
EBC National Radio	5%	145,000
ADDIS RADIO FM 96.3	4%	97,000
SHEGER	4%	114,000
ZAMI	4%	114,000
VOA AMHARIC RADIO	2%	66,000

Debut had a much higher share amongst LSM 4-8 (17%) vs LSM 9+ (10%). Oromia shared a similar trend with LSM 4-8 at 11% vs LSM 9+ at only 6%.

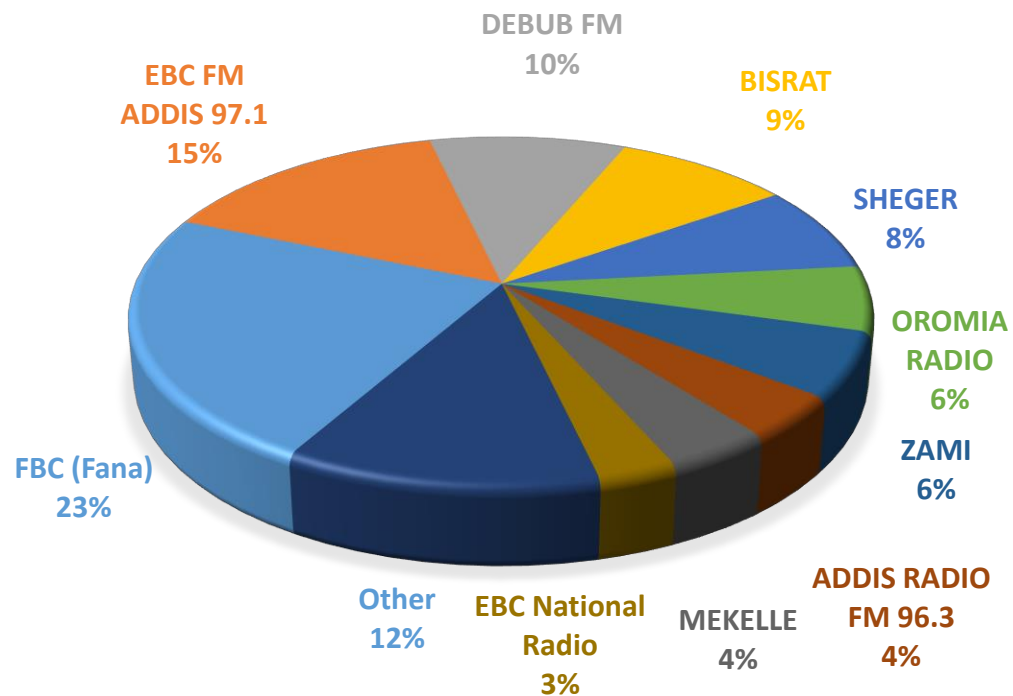
Panel Universe Estimate: 10,210,493  
TV Universe Estimate: 7,363,808

# Radio Share of Listenership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D

## LSM 9 - 12



Station	Share	Average Audience
FBC (Fana)	23%	1,614,000
EBC FM ADDIS 97.1	15%	1,074,000
DEBUB FM	10%	722,000
BISRAT	9%	610,000
SHEGER	8%	541,000
OROMIA RADIO	6%	439,000
ZAMI	6%	398,000
ADDIS RADIO FM 96.3	4%	259,000
MEKELLE	4%	309,000
EBC National Radio	3%	236,000

FBC has a slightly higher share amongst LSM 9+ respondents (23%) vs. LSM 4-8 (20%).

Panel Universe Estimate: 17,680,233

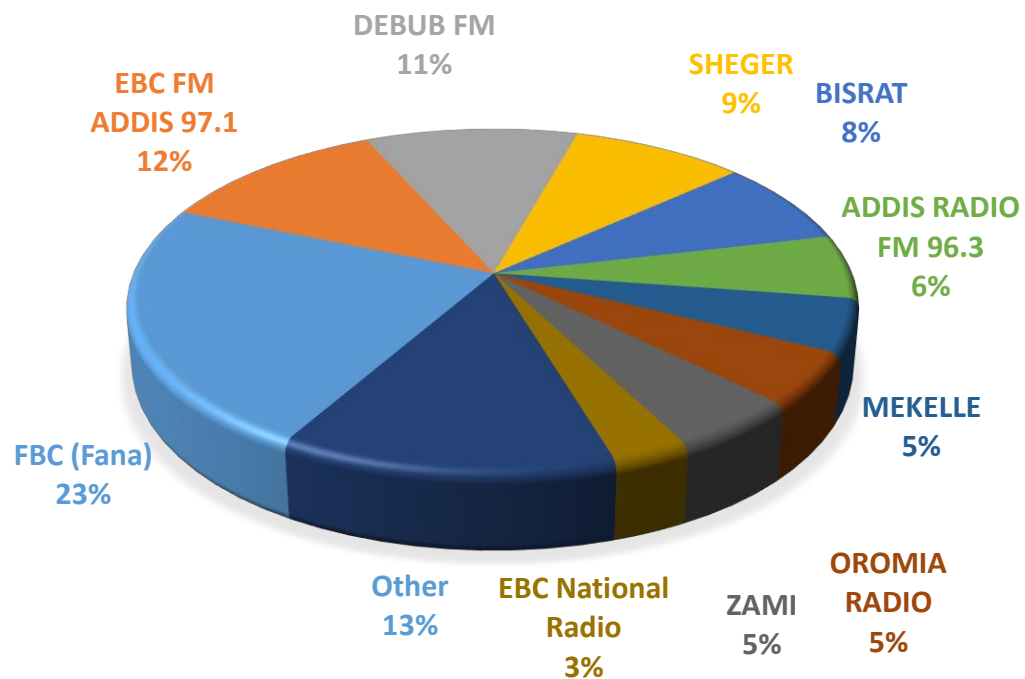
TV Universe Estimate: 12,750,984

# Radio Share of Listenership by LSM

Jan – April 2017

LSM	SEC
15-17	A
12-14	B
8-11	C1
5-7	C2
3-4	D

## LSM 13 - 17



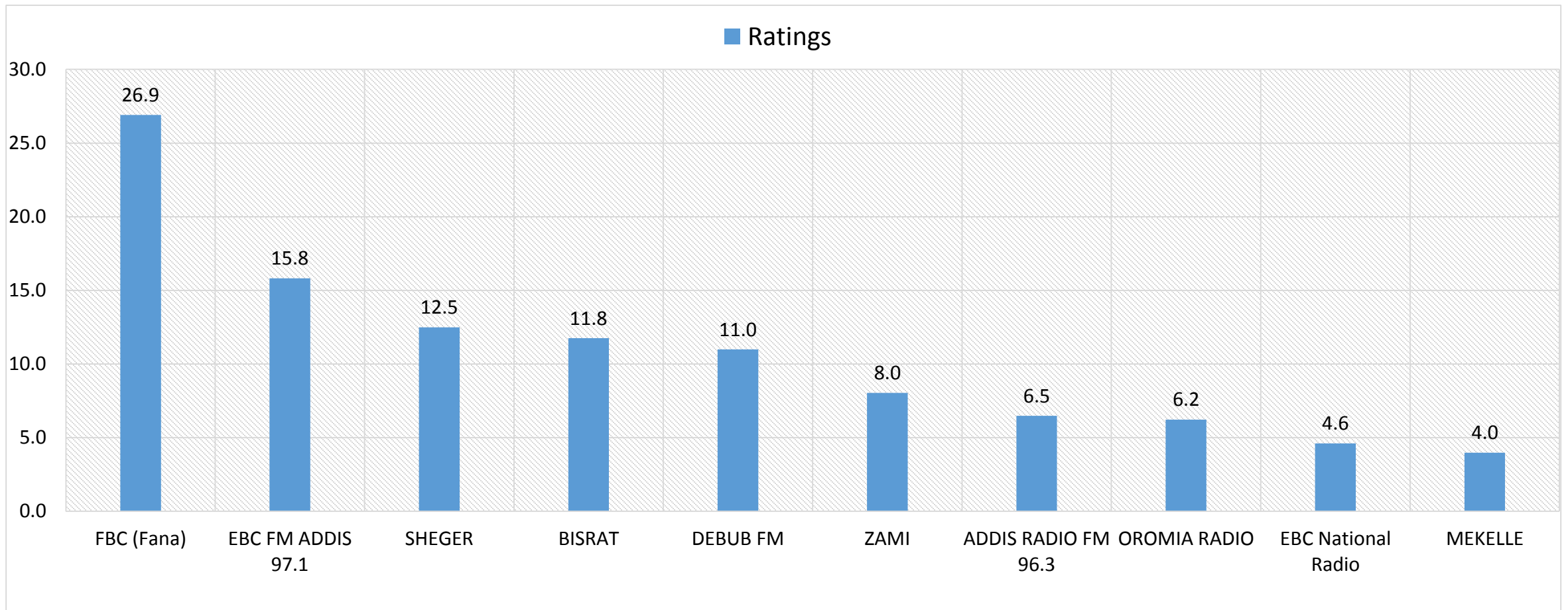
Station	Share	Average Audience
FBC (Fana)	23%	804,000
EBC FM ADDIS 97.1	12%	432,000
DEBUB FM	11%	377,000
SHEGER	9%	324,000
BISRAT	8%	268,000
ADDIS RADIO FM 96.3	6%	206,000
MEKELLE	5%	182,000
OROMIA RADIO	5%	192,000
ZAMI	5%	160,000
EBC National Radio	3%	119,000

EBC FM ADDIS 97.1 has a lower share amongst higher LSM listeners. Addis Radio FM 96.3 has a higher share amongst LGM 13+ (6%) compared to LSM 4-12 (4%).

Panel Universe Estimate: 8,096,706  
TV Universe Estimate: 5,839,345

# Radio Daily Cumulative Rating - Top 10 National Stations

Jan – April 2017



FBC had an average daily cumulative rating (one-day reach) of 26.9 while EBC FM ADDIS came second with 15.8. Sheger, Bisrat and Debub battled closely for the third spot, with Sheger on top of the group with 12.5.

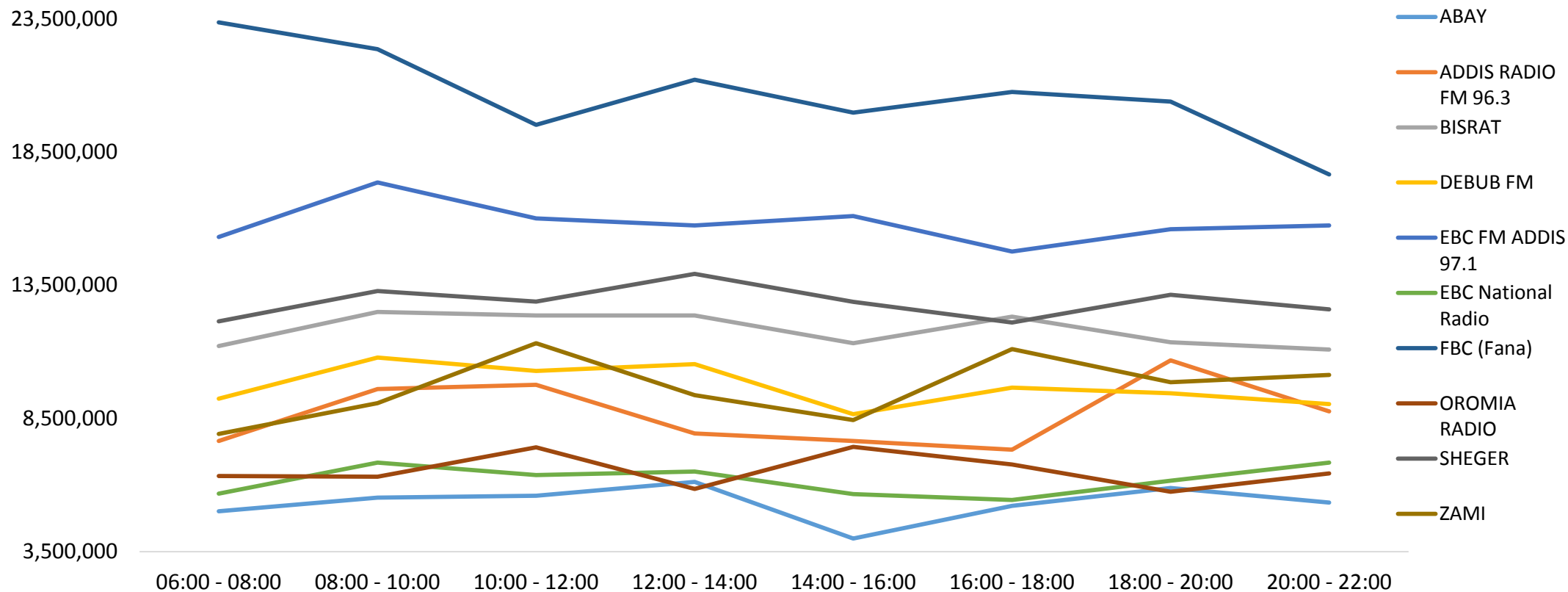
Panel Universe Estimate: 29,359,669  
Radio Universe Estimate: 24,450,732



# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

Monday - Friday



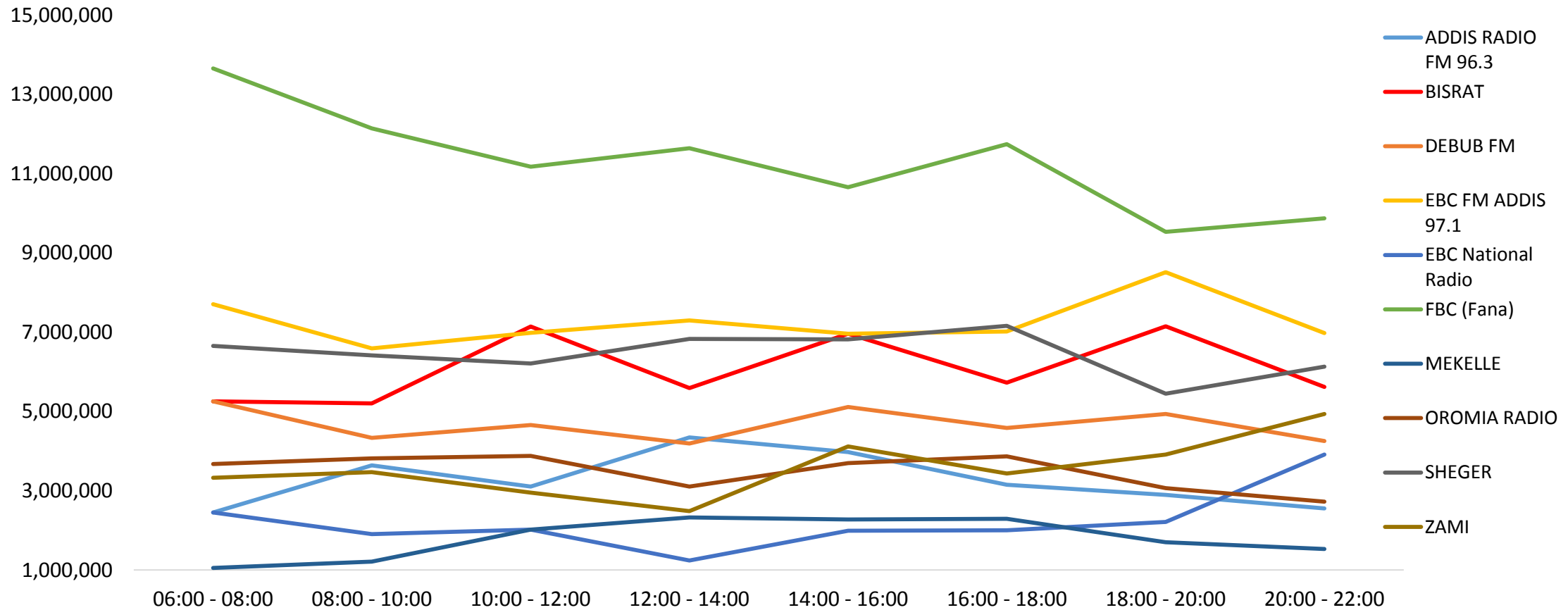
FBC leads on weekdays among all time segments with the highest audience numbers during the breakfast show with over 22 million listeners. EBC's breakfast show between 8am – 10am is the stations highest peak with over 17 million listeners.

Panel Universe Estimate: 36,950,006  
Radio Universe Estimate: 26,648,344

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

Saturday



FBC also leads on Saturdays with the breakfast show still having the most audience. EBC, Bisrat & Sheger highly compete for audiences on Saturdays.

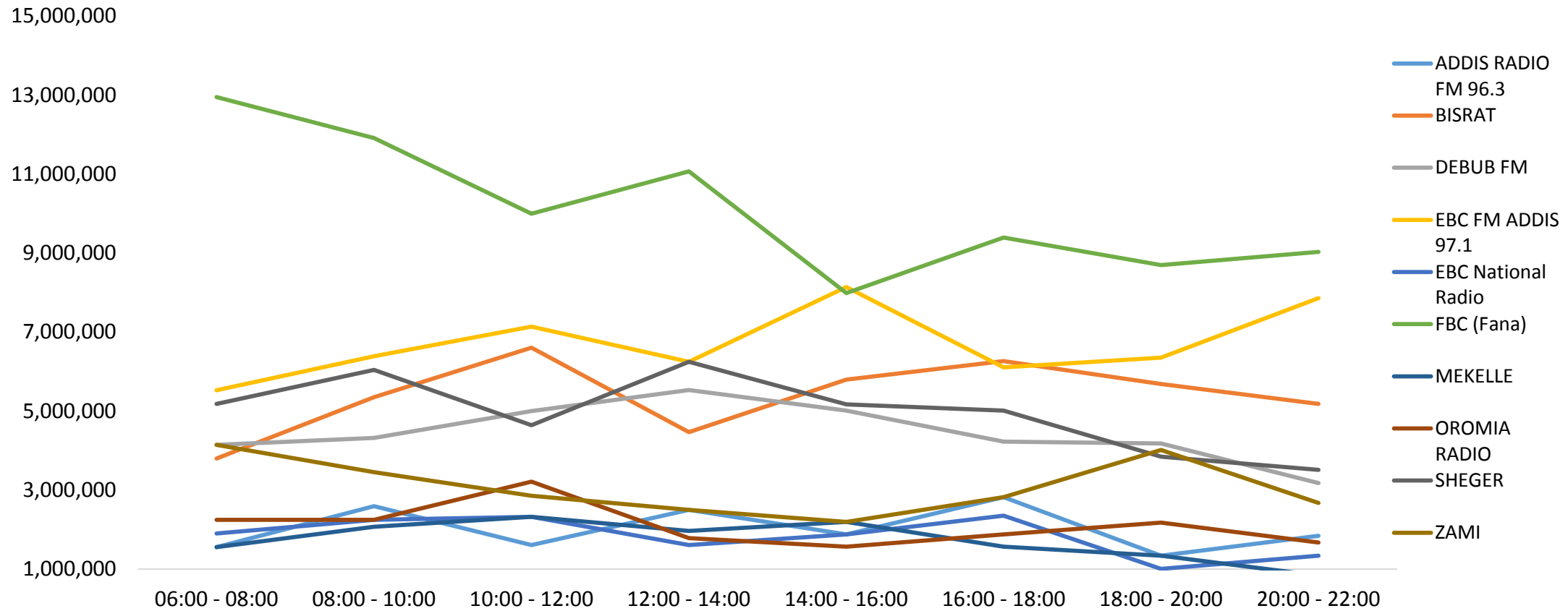
Panel Universe Estimate: 36,950,006

Radio Universe Estimate: 26,648,344

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

Sunday



FBC leads on Sundays except during the 2pm – 4pm show when EBC FM ADDIS attracts more listeners than FBC by 157,000 listeners. Bisrat FM’s drive show is the second most listened to drive show on Sundays after FBC.

Panel Universe Estimate: 36,950,006

Radio Universe Estimate: 26,648,344

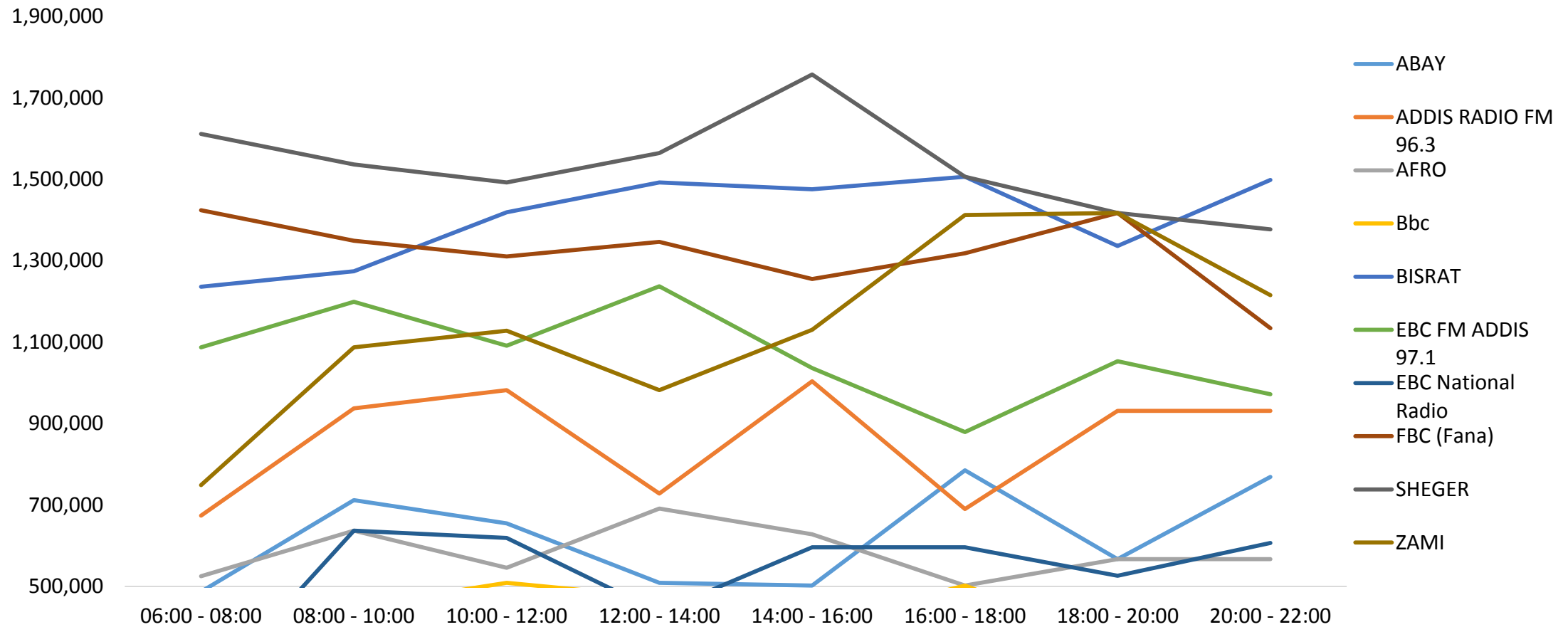


**RADIO RATINGS**  
**Regional Audience**

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

## Addis Ababa



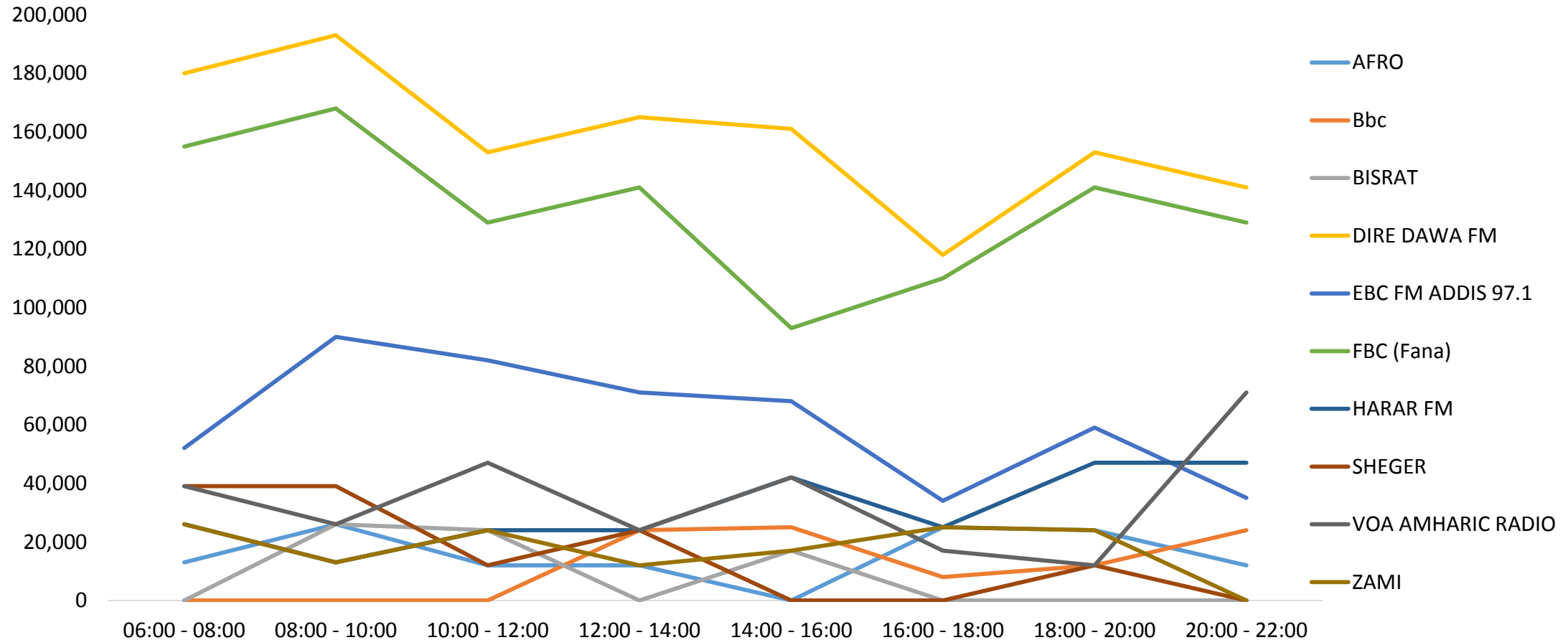
Sheger is the leading radio station in Addis with its afternoon show between 2pm – 4pm having the most audience of 1,757,000 listeners. Bisrat & Sheger tie during drive time with both leading with 1,506,000 listeners.

Panel Universe Estimate: 2,510,427  
Radio Universe Estimate: 1,810,520

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

## Dire Dawa



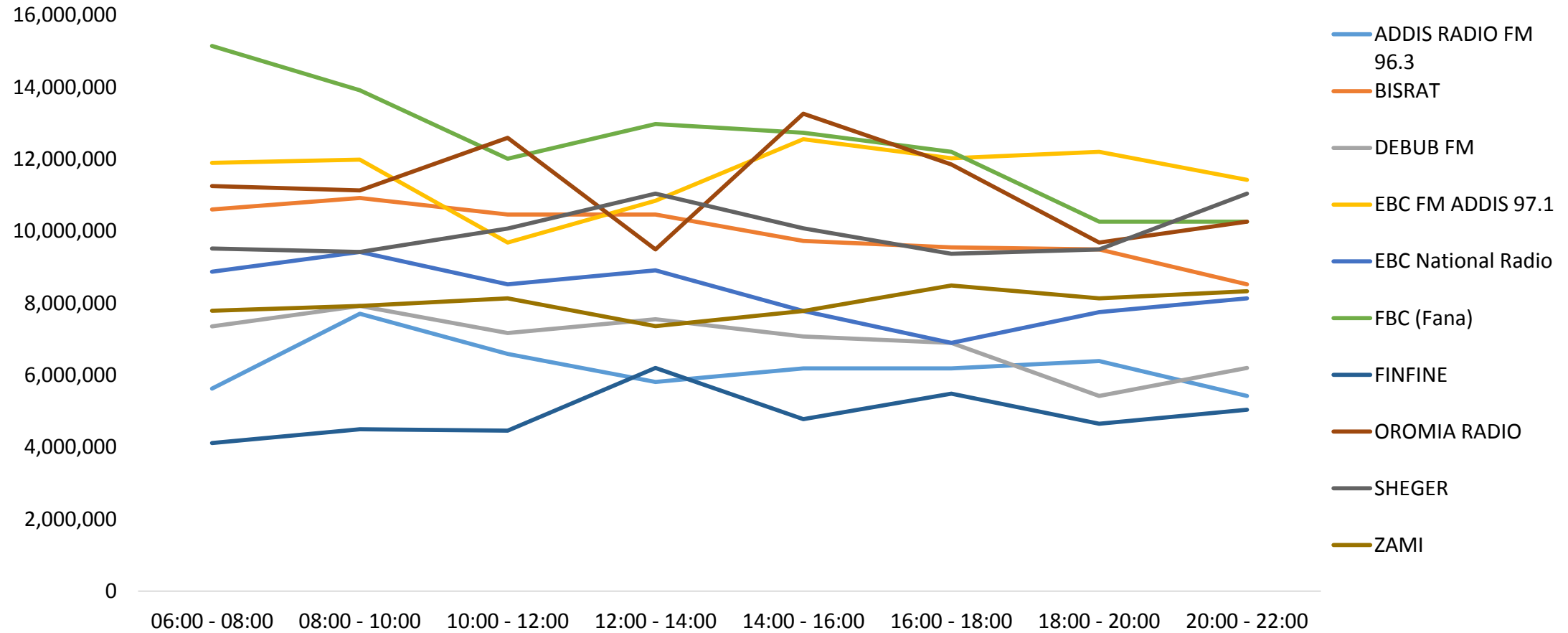
Dire Dawa FM leads in this region while FBC comes in second with an almost similar audience trend. Dire Dawa & FBC's breakfast shows between 8am -10am are the most listened to with 193,000 & 168,000 listeners respectively.

Panel Universe Estimate: 270,681  
Radio Universe Estimate: 195,215

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

## Oromia



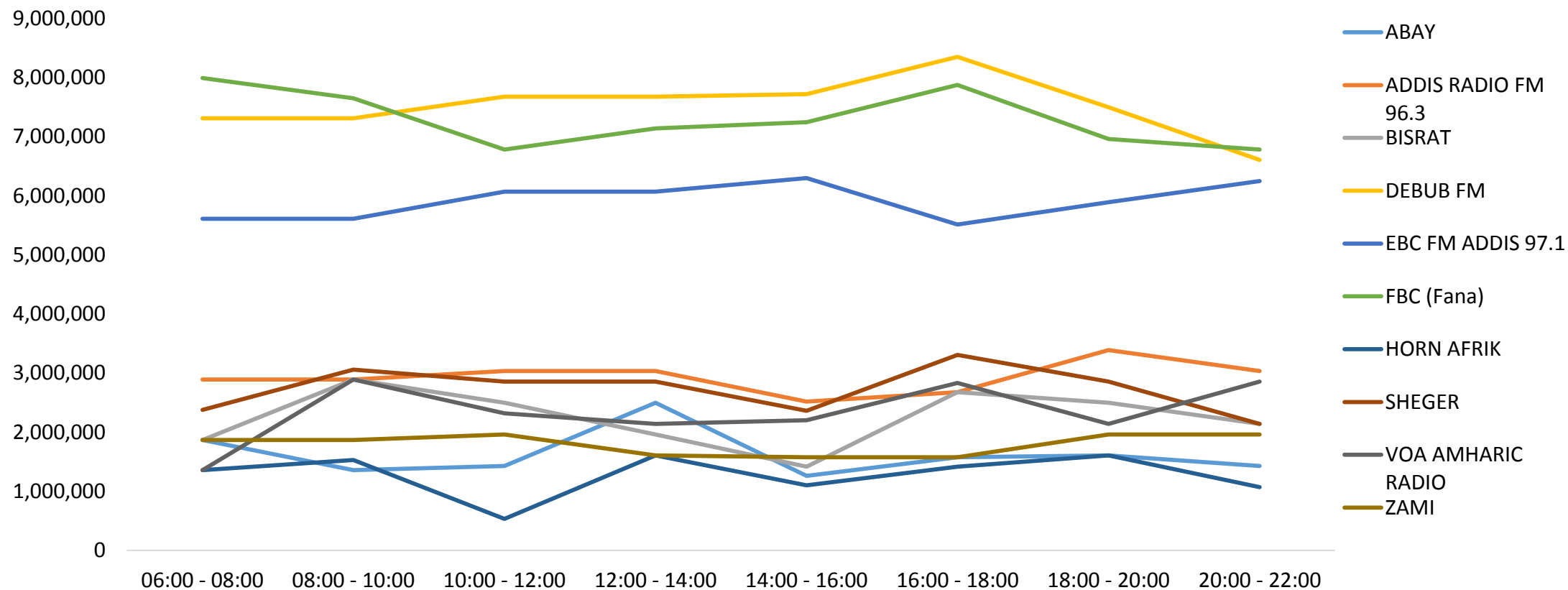
In Oromia, FBC FM dominates during the morning show between 6am – 10am, the afternoon show 12pm – 2pm & the drive show 4pm-6pm while EBC dominates in the evening between 6pm – 10pm. Oromia Radio leads during the mid-morning show between 10am -12pm & afternoon show between 2pm – 4pm.

Panel Universe Estimate: 20,338,713  
Radio Universe Estimate: 14,668,280

# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

## Southern Nations Nationalities and Peoples



FBC's breakfast show between 6am -10am also leads in this region after which Debut FM takes over till 8pm when FBC takes the lead again. Debut's drive show is the most tuned in show attracting 8,345,000 listeners.

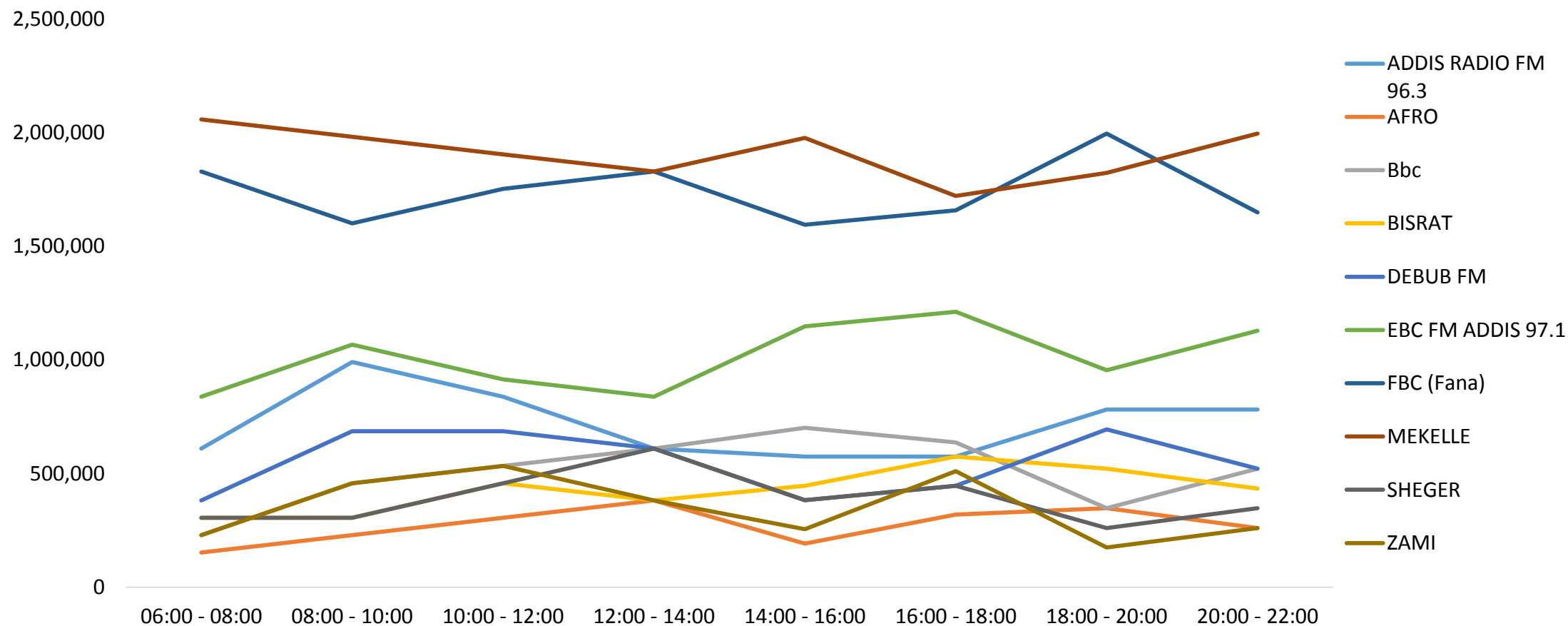
Panel Universe Estimate: 10,706,836  
Radio Universe Estimate: 7,721,770



# Daypart Cumulative Audience – TOP 10 Stations

Jan – April 2017

## Tigray

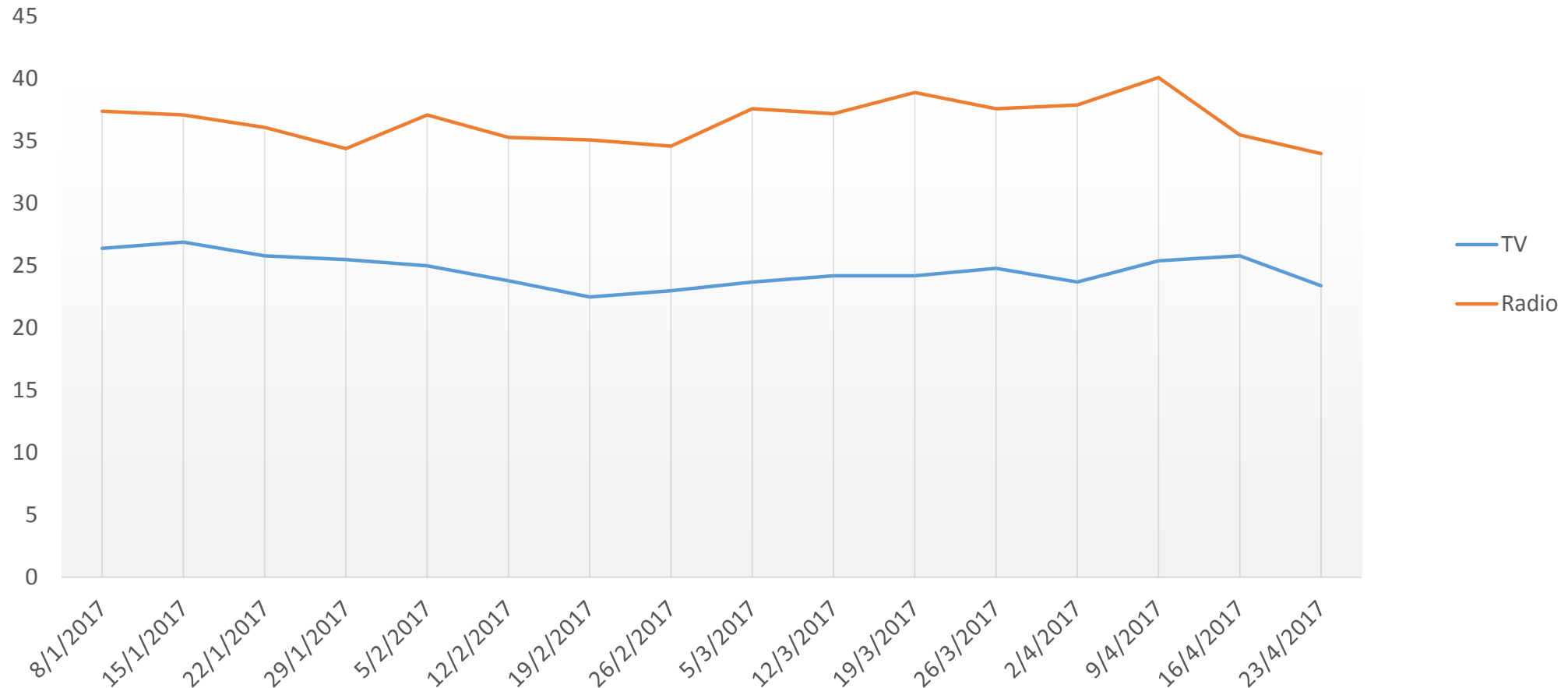


Mekelle FM leads in Tigray all day except during the early evening show between 6pm – 8pm when listeners shift to FBC. EBC FM comes in third with its drive show being the most listened to among all segments.

Panel Universe Estimate: 3,123,348  
Radio Universe Estimate: 2,252,559

# Total Media Consumption - Average Weekly Aggregate Ratings

Jan – April 2017



The average ratings remained relatively consistent between January and April, with Radio achieving a slightly higher rating the week of April 9<sup>th</sup>. TV remains steady around 25.

## 2004 Pan African Living Standard Measurement

- Measure of a respondents level of affluence or poverty.
- This measure is used in KGMM and when onboarding new panelists
- Ranges from 2 to 17
- Below you will find the SEC (Socio Economic Class) to LSM conversion:

2004 Pan Africa LSM	SEC
LSM 1-2	E
LSM 3-4	D
LSM 5-7	C2
LSM 8-11	C1
LSM 12-14	B
LSM 15-17	A

# Definition of Terms

- **Rating (Average)** - The percentage of individuals reached by a station for an interval of collection (30 minutes for TV and 2 hours for radio) which can be averaged over a specified period of time.
- **Rating (Cumulative)** – The percentage of UNIQUE individuals reached by a station at least once across a larger interval such as a day or a week
- **Audience (Average)** - The estimated number of individuals reached by a station for an interval of collection (30 minutes TV and 2 hours radio) which can be averaged over a specified period of time.
- **Share** - The proportion viewing or listening to a specific station, out of all of those viewing or listening at that time.
- **Panel Universe Estimate** is the estimated total population of adults :**2,480,963**
- **The TV Universe Estimate** is the estimated population of adults who indicated that they regularly consume TV
- **The Radio Universe Estimate** is the estimated population of adults who indicated that they regularly consume RADIO
- **Affinity** is an index of loyalty, the higher the number (towards and above 1) the more frequently the audience watches/listens to that particular station.



iGeoPoll

The logo for iGeoPoll features a stylized 'i' with a black dot and a blue wireless signal icon above it. The text 'GeoPoll' is in a blue sans-serif font, while the 'i' is black.

*UNDERSTAND THE WORLD*

THANK YOU

# Ethiopia Media Mapping May, 2017

## Outline

### **A/ Public Radio and Television**

1. Public Radio Stations
2. Globally Transmitted Public Television Stations
3. Public Satellite Television Stations

### **B/ Private Radio and Television**

4. Private/Commercial Radio Stations

### **C/ Community Radios**

5. Community Radio Stations

### **D/ Print Media**

6. National Public Newspapers
7. National Public Magazines
8. Regional Public Newspapers
9. Private Newspapers
10. Private Magazines
11. Online Outlets

\* Online Only

\* Online +

## A/ Public Radio and Television

### 1. Public Radio Stations

No	Registered Owner	Name Of Media	Established	Frequency	Coverage Areas	Daily Airtime	Weekly Airtime	Languages	Status
1	Ethiopian Broadcasting Corporation	FM Addis 97.1	1995	FM 97.1	Regional	24 Hours	168 Hours	Amharic	On Air
		Ethiopian Radio	1927	SW MW	National	18 Hours	126 Hours	Amharic, Affan Oromo, English, Tigrigna, Somali, Afar, Arabic, French	
		FM 97.6	2007	FM 97.6	Addis Ababa & Surrounding	18 Hours	126 Hours	English, Arabic, French	
2	Oromia Mass Media Agency	Oromia Radio	1999	MW	Regional	Monday - Friday 7:30 Saturday Sunday 9 Hours	67 Hours 10 Minutes	Affan Oromo, Amharic English	On Air
		Finfine FM 92.3	2000	FM 92.3	Adama & Surrounding	Monday - Friday 15:30	76 Hours 50 Minutes	Affan Oromo, Amharic English	
3	Dire Dawa Mass Media Agency	FM Dire 106.1	1997	FM 106.1	Dire Dawa & Surrounding	11:00 Hours	77 Hours	Amharic, Affan Oromo, Somali	On Air
4	Amhara Mass Media Agency	Amhara Radio	1997	MW 0.801	West Amhara Region	9:00 Hours	63 Hours	Amharic, Agew, Hemta, Affan Oromo	On Air
		FM Bahir Dar 96.9	1997	FM 96.9	Regional	6:00 Hours	42 Hours	Amharic	On Air

No	Registered Owner	Name Of Media	Established	Frequency	Coverage Areas	Daily Airtime	Weekly Airtime	Languages	Status
		Debre Birhan FM 91.4	2002	FM 91.4	Local			Amharic	On Test
		Debre Markos FM 91.2	2002	FM 91.2	Local			Amharic	On Test
		Gondar FM 88.0	2002	FM 88.0	Local			Amharic	On Test
		Dessei FM 87.9	2002	FM 87.9	Local			Amharic	On Test
5	Addis Ababa Mass Media Agency	Radio Addis FM 96.3	1998	FM 96.3	Addis Ababa & Surrounding	18:00 Hours	126 Hours	Amharic	On Air
6	SNNPR Mass Media Agency	Debub FM 100.9	1997	FM 100.9	Regional	9 Hours	63 Hours	Amharic	On Air
	Debub FM 100.9 (Local Frequencies)	Bensa FM 92.3	1998	FM 92.3	Sidama And Gedeo	6 Hours	42 Hours	Amharic, Sidama, Gedeo	On Air
	"	Arba Minch FM 90.9	"	FM 90.9	Arba Minch & Surrounding	6 Hours	42 Hours	Amharic Zeisegna Gamogna Gofagna Burjigna Korete Derashe, Mursi, Geditogna, Hoyde, Masule, Ale, Basket, Kusmay	On Air
	"	Waka FM 94.1	"	FM 94.1	Dawro Wolayta Kembata Tinbaro Konta & Surrounding	6 Hours	42 Hours	Amharic, Dawro Wolayta Kembata Tinbaro Konta	On Air
"		Bonga FM	"	FM 97.4	Kaffa And Sheka	6 Hours	42 Hours	Amharic, Kafficho, Shekicho,	On Air



No	Registered Owner	Name Of Media	Established	Frequency	Coverage Areas	Daily Airtime	Weekly Airtime	Languages	Status
		97.4						Aa, Chara, Mejenger	
"		Jinka FM 87.8	"	FM 87.8	South Omo Zone	6 Hours	42 Hours	Amharic, Dime, Be, Tsemay, Ari, Dasnet, Malle, Arbori, Bodi Gnangatom, Hamer	On Air
"		Mizan FM 104.5	"	FM 104.5	Bench Maji Zone	6 Hours	42 Hours	Amharic, Bentegna, Bench, Sheko, Dazi, Meanit, Surma	On Air
"		Welkite FM 89.2	"	FM 89.2	Guraghe Silte Yem Hadiya And Alaba	6 Hours	42 Hours	Amharic, Guraghe, Alaba, Hadiya, Silte, Yem, Mareqo, Qebe	On Air
"		Gedeo FM 99.4	"	FM 99.4	-	-	-	-	On Air
7	Tigrai Mass Media Agency	FM Mek'ele 104.4	2001	FM 104.4	East, South, Southwest Tigrai And Mek'ele	15 Hours	105 Hours	Tigrigna	On Air
8	Harari Mass Media Agency	Harari FM 101.4	1999	FM 101.4	Regional	6 Hours	42 Hours	Amharic, Affan Oromo, Harari	On Air
9	Somali Mass Media Agency	Somali FM	2002	99.1mh	Jigjiga & Surrounding	16hours	112 Hours	Somali	On Air
10	Beninshangul Gumuz Mass Media Agency	Asosa FM	2006	FM 91.4	Asosa & Surrounding	-	7 Hours	Amharic, Bertigna, Shesh, Gumuz	On Test

## 2. Globally Transmitted Public Television Stations

No	Registered Owner	Name	Established	Frequency	Coverage Areas	Daily Transmission Hours	Weekly Transmission Hours	Language	Status
1	Ethiopian Broadcasting Corporation	EBC	1956	VHS VHS	National	24 Hours	168 Hours	Amharic, Affan Oromo, English, Tigrigna, Somali, Afar, Harari	On Air
2	Oromia Mass Media Agency	STVO	2000	Vhf 187.75	Regional	Mon-Fri 6 Hours Sat-Sun 9 Hours	48 Hours	Affan Oromo, Amharic English	On Air
3	Dire Dawa Mass Media Agency	Dire Tv	2000	VATF	Dire Dawa & Surrounding	3 Hours	21 Hours	Amharic, Affan Oromo English	On Air
4	Addis Ababa Mass Media Agency	Addis Tv	2001	UHF	Regional	6 Hours 30 Min	44 Hours 10 Minutes	Amharic	On Air
5	Harari Mass Media Agency	Harari Tv	2002	UHF Channel 59	Harari & Surrounding	-	-	-	On Air
6	Somali Mass Media Agency	ESTV	2002	Uhf Channel 39	Somali & Surrounding	4 Hours	28 Hours	Somali	On Air

## 3. Public Satellite Television Stations

No	Registered Owner	Name	No. Of Channels	Frequency	Language	Status
1	Ethiopian Broadcasting Corporation	EBC	3	Satellite	Amharic, Affan Oromo, English, Tigrigna, Somali, Afar, Harari	On Air
2	Oromia Mass Media Agency	STVO	1	Satellite	Affan Oromo, Amharic English	On Air
3	Dire Dawa Mass Media Agency	Dire Tv	1	Satellite	Amharic, Affan Oromo English	On Air
4	Addis Ababa Mass Media Agency	Addis Tv	1	Satellite	Amharic,	On Air

No	Registered Owner	Name	No. Of Channels	Frequency	Language	Status
5	Harari Mass Media Agency	Harari Tv	1	Satellite	Amharic, Harari	On Air
6	Ethiopian Somali Mass Media Agency	ESTv	1	Satellite	Somali	On Air
7	Tigrai Mass Media Agency	Tig Tv	1	Satellite	Amharic	On Air
8	SNNPR Mass Media Agency	Debub Tv	1	Satellite	Amharic	On Air
9	Amhara Mass Media Agency	Amhara Tv	1	Satellite	Amharic	On Air

## B/ Private Radio and Television

### 4. Private/Commercial Radio Stations

No	Registered Owner	Name	Est.	Coverage Areas	Frequency	Daily Transmission Hours	Weekly Transmission Hours	Language	Status
1	Adey Tinsae Entertainment Media P.L.C	Sheger FM 102.1	1998	Addis Ababa & Surrounding	FM102.1	18 Hours	126 Hours	Amharic, English	On Air
2	Zami public Connection P.L.C	Zami FM	1998	Addis Ababa & Surrounding	FM 90.7	18 Hours	126 Hours	Amharic	On Air
3	Fana Broadcasting Corporate S.C	Fbc	1978	National	Mw 1080 SW 6180 Sw7210	11 Hours 40 Minutes	80 Hours 20 Minutes	Amharic, Affan Oromo, Somali, Afar	On Air
	Fana FM 98.1	Fana FM 98.1	1998	Addis Ababa & Surrounding	FM 98.1	18 Hours	126 Hours	Amharic	On Air
	Fana FM Branch Radios	Fana FM 98.1 Jimma	2001	Jimma & Surrounding	FM 98.1	18 Hours	126 Hours	Amharic Affan Oromo	On Air

	"	Fana FM 98.1 Gondar	"	Gondar & Surrounding	FM 98.1	18 Hours	126 Hours	Amharic	On Air
	"	Fana FM 94.8 Haramaya	"	-	FM 94.8	18 Hours	126 Hours	Amharic, Affan Oromo Somali	On Air
	"	Fana FM 96.0 Dessei	"	Dessei & Surrounding	FM 96.0	18 Hours	126 Hours	Amharic Afar	On Air
	"	Fana FM 94.8 Mek'ele	"	Mek'ele & Surrounding	FM 94.8	18 Hours	126 Hours	Amharic, Afar, Tigrigna	On Air
	"	Fana FM 103.4 Shashemene	"	Shashemene & Surrounding	FM 103.4	18 Hours	126 Hours	Amharic Affan Oromo	On Air
	"	Fana FM 99.9 Wolayta Sodo	2004	Wolayta & Surrounding	FM 99.9	18 Hours	126 Hours	Wet, Amharic	On Air
	"	Fana FM 96.1 Nekemte	2004	Nekemte & Surrounding	FM 96.1	18 Hours	126 Hours	Amharic Affan Oromo	On Air
	"	Fana FM 90.0 Asela	2005	Asela & Surrounding	FM 90.0	18 Hours	126 Hours	Amharic, Affan Oromo	On Air
	"	Fana FM 92.5 Mizan, Aman	2005	Mizan, Aman & Surrounding	FM 92.5	18 Hours	126 Hours	Amharic	On Air
	"	Fana FM 94.0 Debre Birhan	2006	Debrebirhan & Surrounding	FM 94.0	18 Hours	126 Hours	Amharic	On Air
4	Dimtsi Woyane Tigrai P.L.C (Dwet)	Dimtsi Woyane	1972	National	Mw 1080 Sw 6180 Sw7210	9 Hours h 30 Minutes	65 Hours h 10 Minutes	Tigrigna, Afar, Kum	On Air
		Dimtsi Woyane Tigrai FM 102.2	2002	Mek'ele & Surrounding	FM 102.2	16 Hours	112 Hours	Tigrigna	On Air

5	Paconet Media P.L.C	Afro FM 105.3	2001	Addis Ababa & Surrounding	FM 105.3	18 Hours	126 Hours	English, French, Arabic	On Air
6	Hh&Ty Media And Communication P.Lc.	Abay FM 102.9	2006	Addis Ababa & Surrounding	FM 102.9	-	-	Amharic	On Air
7	Oyaya Multimedia P.L.C	Bisrat FM 101.1	2006	Addis Ababa & Surrounding	FM 101.1	12 Hours	84 Hours	Amharic	On Air
8	One Love Broadcasting Service P.L.C	Lucy FM 107.8		Addis Ababa & Surrounding	FM 107.8			Amharic	On Test
9	Arki Broadcasting Service P.L.C	Arki FM 97.6		Addis Ababa & Surrounding	FM 97.6			Amharic	On Test
10	Addis Teller Trading P.L.C	Ahadu FM 94.3	2008	Addis Ababa & Surrounding	FM 94.3			Amharic	On Test

\* A Private Television named Ethiopian News Network ENN is on test transmission with a primary focus on News and current Affairs.

## C/ Community Radios

### 5. Community Radio Stations

No	Registered Owner	Name	Est.	Coverage Areas	Frequency	Daily Transmission Hours	Weekly Transmission Hours	Language	Status
1	Kembata Community Association	Kembata Community Radio	2000	Kembata Zone	FM 105.8	8: 00 Hours	58 Hours	Kembata	On Air
2	Kore Community Association	Kore Community Radio	1998	Amaro Special Woreda Kore	FM 92.3	3: 00 Hours	21 Hours	Korete, Amharic	On Air

				Community					
3	Sude Woreda	Sude Woreda Community Radio	2001	Sude Woreda & Surrounding	FM 103.5	2: 00 Hours	16: 00 Hours	Affan Oromo	On Air
4	Jimma University & surrounding Community	Jimma University Community Radio	2000	Jimma & Surrounding	FM 102.0	Mon-Friday 11hours Sat-Sunday 17 Hours	89: 00 Hours	Amharic, Affan Oromo	On Air
5	Kaffa Community Association	Kaffa Community Radio	2000	Kaffa Zone	FM 102.5	3: 00 Hours	21: 00 Hours	Keffa	On Air
6	Kombolcha Radio Service	Kombolcha city & surrounding Community Radio	2000	Kombolcha & Surrounding	FM 104.8	4: 00 Hours	33: 00 Hours	Amharic 'Affan Oromo	On Air
7	Wag Hemra Community Association	Wag Hemra Community Radio	2002	Wag Hemra & Surrounding	FM 92.7	4: 00 Hours	30: 00 Hours	Hemta, Amharic, Tigrign, Awi	On Air
8	Argoba Nationality Community Radio Association	Argoba Nationality Community Radio	2002	Argoba Woreda	FM 98.6	4: 00 Hours	33: 00 Hours	Argoba	On Air
9	Ethiopian Civil Service University	Ethiopian Civil Service University Community Radio	2003	Civil Service University College & Surrounding	FM 100.5	6: 00 Hours	42: 00 Hours	Amharic Affan Oromo	On Air
10	Setit Humera Community Radio Association	Setit Humera Community Radio	2003	Setit Humera & Surrounding	FM 106.9	14 Hours	98 Hours	Tigrigna	On Air
11	Haramaya University	Haramaya University Community Radio	2004	Haramaya University	FM 91.5	7 Hours	49 Hours	Amharic, Affan Oromo, English	On Air ያለ
12	Hawassa University	Hawassa University Community Radio	2004	Hawassa University	FM 90.9	8 Hours	56 Hours	Amharic, English	On Air ያለ

13	Kebri Dehar Community	Kebri Dehar Community Radio	2004	Qebri Dehar & Surrounding	FM 90.8	8 Hours	56 Hours	Somali, Sometimes Amharic	On Air
14	Wollega university	Wollega university Community Radio	2004	Wollega University & Surrounding	FM 89.0	Mon-Saturday 7 Hours Sunday 10 Hours	52 Hours	Amharic, Affan Oromo, English	On Air
15	Debre Tabor university	Debre Tabor university Community radio	2005	Debre Tabor University & Surrounding	FM 92.3	6 Hours	42 Hours	Amharic	On Test
16	Raya Community Association	Raya Community radio	2005	Raya & Surrounding	FM 98.1	13 Hours	96 Hours	Tigrigna	On Test
17	Addis Ababa University Community	Addis Ababa University Community Radio	2005	Addis Ababa University & Surrounding	FM 99.4	14 Hours	98 Hours	Amharic	On Air
18	Bahir Dar University	Bahir Dar University Community Radio	2006	Bahir Dar University & Surrounding	FM 93.3	10 Hours	70 Hours	Amharic	On Test
19	Dibate Woreda Community	Dibate Community Radio	2007	Debate Woreda & Surrounding	FM 93.7	-	35 Hours	Amharic, Gumuz, Agew, Shesh Affan Oromo	On Test
20	Gambella Community Administration	Gambella Community Radio	2007	Gambella City & Surrounding	FM 93.2			Anuak And Nuer	On Test
21	Guba Community Radio Association	Guba community Radio	2007	Guba & Surrounding	FM 100.2	3: 00 Hours	21:00 Hours	Amharic	On Air
22	Debre Markos University	Markos & surrounding FM Radio	2007	Debre Markos & Surrounding	FM 97.7	-	-	Amharic	On Air

23	Konso Community Association	Konso Community Community Radio	2007	Konso & Surrounding	FM 103.7	6: 00	48: 00	Affa Konso, Amharic	On Test
24	Finote Selam Community Adminstration	Finote Selam Community Radio	2007		FM 98.8			Amharic	On Air
25	North Ari Community Adminstration	North Ari Community Radio	2007		FM 93.9			Arigna, Amharic	On Air
26	Adularede Community Adminstration	Adularede Community radio	2007		FM 89.8			Affan Oromo, Amharic	»
27	Semera Community Adminstration	Semera Community Radio	2007		FM 90.6			Afar, Amharic	»
28	Uba Debre Tsehay Community Adminstration	Uba Debre Tsehay Community Radio	2007		FM 103.1			Gofi, Gezo, Amharic, Ari	»
29	Chewaka woreda Community Radio Association	Chewaka woreda Community Radio	2008		FM 92.1			Affan Oromo	On Test
30	Enjibara & surrounding Community Association	Enjibara FM Radio	2008		FM 104.0			Amharic, Agew	»
31	Silte Community Radio Association	Silte Community Radio FM	2008		FM 92.6			Silte, Amharic	»



## D/ Print Media

### 6. National Public Newspapers

No	Name	Registered Owner	Language	Publication	Content	Average Sales	Status
1.	Addis Zemen	Ethiopian Press Agency	Amharic	Daily	Politics, Economy And Social	15,317	
2.	The Ethiopian Herald	»	English	Daily	»	9,165	Except Monday
3.	Berissa	»	Affan Oromo	Weekly	»	500	
4.	Al-Alem	»	Arabic	Weekly	»	500	

### 7. National Public Magazines

No	Name	Registered Owner	Language	Publication	Content	Average Sales	Status
1.	Zemen Megazine	Ethiopian Press Agency	Amharic	3 Months	Politics, Economy And Social	-	

### 8. Regional Public Newspapers

No	Region/City	Name of Publication		Total
		Newspapers	Megazines	
1	Tigrai State	Mekaleh (ጠቅላላ) Tigrai - Twice a month	Mekaleh (ጠቅላላ) Tigrai - quarterly	2
2	Afar State	--	Rata	1
3	Amhara State	Bekur - Weekly	Hidasse - Monthly	2
4	Oromia State	Kelecha Oromia - Weekly	--	1
5	Somali State	Dembal - Weekly	Dembal - Monthly	2
6	Southern Nations Nationalities and peoples Regional State	Debub Nigat - Monthly	Mahdere Debub - Quarterly	2
7	Harari State	Harar - Weekly	Harar - Quarterly	2
8	Dire Dawa City Administration	Melekte Dire - Weekly	Dire - Quarterly	2

9	Addis Ababa City Administration	Addis Lisan - Weekly	Addis Metropolitan Journal – Every two month	2
10	Beninshangul Gumuz State	Wegegta - Monthly	Addis Meraf - Quarterly	2
11	Gambella State	-	-	-

## 9. Private Newspapers

No	Name	Publisher	Language	pub	Content	Monthly Sales										
						July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May
1	Hat Trick	Sintayehu Amare Media & promotion	Amharic	Weekly	Sport	1,575	2,500	2,833	2,600	3,000	3,000	2950	2800	2540	2000	2000
2	League Sport	Alemseged Media & promotion P.L.C	"	"	"	1,000	1,000	1,000	1,000	1,000	1,000	1000	1000	1000	1000	1000
3	Reporter	Media and Communication Center P.L.C	English	Wed & Sat	Politics, Economy & Social	11000	11000	10500	10250	10833	11,000	11000	11000	11000	11000	11000
4	Ethiopian Reporter					8,666	9,080	9,325	9,150	9,366	9,683	9434	9625	9740	10759	1041
4	Ethiopian Reporter		English	Weekly	"	3,500	3,500	3,395	3,320	3,600	3,500	3500	3500	3540	3735	3750
5	Sendek	Sendek Media & promotion	Amharic	Weekly	"	1,500	1,500	1,350	1,200	1,200	2,000	2000	2000	2000		
6	Addis Admas	Admas Advertising P.L.C	"	"	Politics, Economy & Social	6,666	6,560	5,187	6,000	6,280	6,000	6200	6175	6260	6240	6250
7	Ethio channel	Z Press promotion Agency P.L.C	"	"	"	1,050	1,000	1,000	1,000	1,000	2,000	2000	2000	2000	2000	
8	Ethio Mehdar	Hulenta Media & promotion	"	"	"	2,000	2,416	2,167	2,333	2,000	2,000	2000	-	-		1500
9	Ethio	Mensur Publisher	"	"	Sport		-		-	-	-	-	-	-		

	<b>Sport</b>	<b>P.L.C</b>				<b>3,000</b>										
<b>10</b>	<b>Inter sport</b>	<b>Football publisher P.L.C</b>	<b>"</b>	<b>"</b>	<b>Sport</b>	<b>2,950</b>	<b>3,050</b>		<b>2,333</b>	<b>-</b>		<b>-</b>	<b>-</b>	<b>-</b>		
<b>11</b>	<b>Capital</b>	<b>Crown Publishing P.L.C</b>	<b>English</b>	<b>"</b>	<b>Politics, Economy &amp; Social</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>5,750</b>	<b>6,000</b>	<b>6,000</b>	<b>5700</b>	<b>5800</b>	<b>5677</b>	<b>5620</b>	<b>5580</b>
<b>12</b>	<b>Yegna Press</b>	<b>Yordanos Seyoum Media &amp; Advertising P.L.C</b>	<b>Amharic</b>	<b>"</b>	<b>Politics, Economy &amp; Social</b>	<b>1,850</b>	<b>2,020</b>	<b>1,681</b>	<b>1,300</b>	<b>-</b>	<b>1,416</b>	<b>1380</b>	<b>1590</b>	<b>1550</b>	<b>1380</b>	<b>1350</b>
<b>13</b>	<b>Fortune</b>	<b>Independent news &amp; Media P.L.C</b>	<b>English</b>	<b>"</b>	<b>"</b>	<b>7,000</b>	<b>7,000</b>	<b>7,000</b>	<b>7,000</b>	<b>7,000</b>	<b>7,000</b>	<b>6750</b>	<b>7000</b>	<b>7000</b>	<b>6800</b>	<b>7000</b>
<b>14</b>	<b>Press Digest</b>	<b>Phénix Universal P.L.C</b>	<b>"</b>	<b>"</b>	<b>"</b>	<b>180</b>	<b>230</b>	<b>180</b>	<b>180</b>	<b>1,200</b>	<b>180</b>	<b>-</b>	<b>180</b>	<b>180</b>	<b>180</b>	<b>180</b>
<b>15</b>	<b>World Sport</b>	<b>Gimja Bet Press Works P.L.C</b>	<b>Amharic</b>	<b>"</b>	<b>Sport</b>	<b>-</b>	<b>2,725</b>	<b>2,967</b>	<b>2,700</b>	<b>2,552</b>		<b>2333</b>	<b>2270</b>	<b>2217</b>	<b>2080</b>	<b>1800</b>
<b>16</b>	<b>Yeqelem Qend</b>	<b>Dionher Publishing Media and Communication</b>	<b>"</b>	<b>"</b>	<b>Politics, Economy &amp; Social</b>	<b>-</b>	<b>-</b>	<b>1,333</b>	<b>1,000</b>	<b>1,000</b>	<b>1,500</b>	<b>1500</b>	<b>1625</b>	<b>1590</b>	<b>1546</b>	<b>1500</b>
<b>17</b>	<b>The Daily Monitor</b>	<b>The Monitor P.L.C</b>	<b>English</b>	<b>Daily</b>	<b>Politics, Economy &amp; Social</b>							<b>1322</b>				
<b>18</b>	<b>Wurayna</b>	<b>Private</b>	<b>Tigrigna</b>	<b>Monthly</b>	<b>Politics, Economy &amp; Social</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>19</b>	<b>Sergen</b>	<b>Private</b>	<b>Tigrigna</b>	<b>Monthly</b>	<b>Politics, Economy &amp; Social</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

\* July – May 2008 Eth. Cal data

## 10. Private Magazines

No	Name	Publisher	Language	pub	Content	Monthly Sales										
						July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May
1	Hibre Bier	Meti Publishing & Electronics Media P.L.C	Amh	Bi Monthly	Pol, Eco, Social	3,500	-	2,000	-	2,700	2,700	2700	2700	1400	1300	
2	Medical	Med I.E.C Medical Info Publisher	Amh	Weekly	Medical Psychology	5,325	5,483	-	5,730	-	5,200	-	-	-		5000
3	National Construction	Blue Camp Promotion	Amh	"	Construction	4,300	4,300	-	-	4,600	4,600	-	4600	4600		4600
4	Nigist	Adanech Yegna Press Works P.L.C	Amh	Bi Monthly	Culture Art	3,400	3,233	-	3,000	2,900	-	2700	2600	-		2033
5	Halyu	Yondin Publishing P.L.C	Amh	Monthly	Art	-	1,000	-	-	-	-	-	-	-		
6	Revel	Naleh Print & Communication	Amh Eng	Monthly	Social Psychology	-	2,500	1,000	-	-	-	-	-	-		
7	Kum Neger	Kum Neger Media & Entertainment	Amh	Bi Monthly	Culture Art	-	2,367	2,950	-	2,750	-	2300	-	2500	2000	
8	Ethiopian Business Review	Champion Communications Marketing & Business P.L.C.	Eng	Bi Monthly	Commerce Adverts	-	6,000		-	6,250	6,250	-	6500	6250	6000	
9	Gize	New Internet Publishers	Amh	Bi Monthly	Pol, Eco Social	-	-	-	-		-	1233	1150	1200	1000	1000
10	Best Sport	Y.A.N.K Sport Media and Advertising P.L.C	Amh	Monthly	Sport	-	1,467	1,500	-	1,500	1,300	1300	-	-		
11	Leserge Qen	Shadem Media & Comm & Event Organizing	Amh	Quarterly	Culture and Adverts	-	4,000		-		-	-	-	-		
12	Ke Ha-Pe	Berhanu & Tiruneh Advertising	Amh Eng	"	Commerce Adverts	-	-	1,000		1,000	-	500	-	-		500
13	Temsale t	A.K.B.D Press Adv Services	Amh Eng	"	Education, social	-	-	-	1,000		-	500	-	-		
14	Tena Yistilign	Ubuntu Publishing and Adv	Amh	"	Medical, Psychology	-	-	-	3,000		1,600	-	-	-		

15	Tsehay	E.L.M publishing & Advert	Amh	Bi Monthly	Entertainment	-	1000	1000	1,000	1,000	1,000	1000	1000	1000	1000	1000
16	Sefu	Edi Printing & Advertising Works	Amh Oromo	Weekly	Pol, Eco Social	-	-	-		2,000	-					
17	Shegitu	Snowball P.L.C	Amh Eng	Bi Monthly	Pol, Eco Social	-	-	-	-	2,000	-					
18	Addis Gets	EdFi Publishing and Advert	Amh	"	Pol, Eco Social	-	-	-	-	2,000	3,250	5240	5525	4000	4200	3500
19	Habesha Sport	Melaku & Family Publishing	Amh	Monthly	Sport	-	-	-	-	-	1,000	1000	-	-	1000	1000
20	Tuba	Hagere media & Comm	Amh	Every two months	Culture, Arts							5000				
21	Wuyeyet	Molla Zegeye & Family Media P.L.C	Amh	Monthly	Pol, Eco Social										2000	2000

\* July – May 2008 Eth. Cal data

## 11. Online Outlets

### Ethiopia Based - Online Only

Popularity No	Name	Ownership	Primary focus	Language
1	<a href="#">Dire Tube</a>	Private	News, Entertainment	English, Amharic
2	<a href="#">Walta Info</a>	Walta Media & Comm, Party Parastatal	News, Politics, Economy, Social	English, Amharic
3	<a href="#">Horn Affairs</a>	Private	News, Politics, Economy, Social	English, Amharic, Affan Oromo, Tigrigna
4	<a href="#">FBC</a>	Fana Broadcasting Corp., Party Parastatal	News, Politics, Economy, Social	English, Amharic
5	<a href="#">Awramba Times</a>	Private	News, Politics, Economy, Social	English,
6	<a href="#">Prosperous Ethiopia</a>	Private	News, Politics, Economy, Social	English, Amharic
7	<a href="#">Ethiopia First</a>	Private	News, Politics, Economy, Social	English, Amharic
8	Hahudaily	Private	Aggregator	English, Amharic
9	Yehabesha	Private	Aggregator	English, Amharic
10	<a href="#">EPRDF</a>	Party	Party documents	Amharic

## Ethiopia Based - Online +

Popularity No	Name	Ownership	Other Service	Primary focus	Language
1	<a href="#">Reporter</a>	Private	Newspaper	News, Entertainment	English, Amharic
2	<a href="#">Addis Fortune</a>	Private	Newspaper	News, Politics, Economy, Social	English, Amharic
3	<a href="#">Capital</a>	Private	Newspaper	News, Politics, Economy, Social	English, Amharic, Affan Oromo, Tigrigna
4	<a href="#">Addis Admas</a>	Private	Newspaper	News, Politics, Economy, Social	English, Amharic
5	<a href="#">Ethio Channel</a>	Private	Newspaper	News, Politics, Economy, Social	English,
6	<a href="#">Ethiopian Press Agency</a>	Private	Newspaper	News, Politics, Economy, Social	English, Amharic
7	<a href="#">Woyen Gazette</a>	Private	Newspaper	News, Politics, Economy, Social	English, Amharic
8	<a href="#">Wurayna</a>	Private	magazine	Aggregator	English, Amharic
9	<a href="#">EBC</a>	Private	TV & Radio	Aggregator	English, Amharic
	<a href="#">Dimtsi Woyane Tigrai</a>	Party	Radio		
	<a href="#">Afro FM</a>	Partly party owned	FM		
10	<a href="#">Ethio Sports</a>	Private	Newspaper	Party documents	Amharic

## Private Television stations viewed in Ethiopia

No	Name	Ownership	Est.	Primary Focus	Status	Language
1	<a href="#">Kana Television</a>	BeMedia P.L.C (Joint Venture with Moby Group, HQ Dubai)	2016	Entertainment (movie), social	Popular	Amharic
2	<a href="#">Ethiopian Broadcasting Service</a> - EBS	EBS TV P.L.C, HQ Maryland	2008	Social, Entertainment	Popular	Amharic
3	<a href="#">JTV Ethiopia</a>	JTV-Ethiopia, HQ Arizona	2015	News, Social, Music	Less popular	Amharic
4	<a href="#">Nahoo Tv</a>	Tuba Multimedia P.L.C (Joint Venture with Nahoo LLC, HQ Nairobi)	2016	Social, Educational, Entertainment		Amharic
5	<a href="#">Ethiopian News Network</a> - ENN	ENN P.L.C, HQ Addis Ababa	2015	News, Politics, Current Affairs	Pilot Period	Amharic
6	Walta Tv	Walta Communications, HQ Addis Ababa, Party Parastatal	2016	News, Politics, Current Affairs	Pilot Period	-
7	Fana Tv	Fana Broadcasting Corp., HQ Addis Ababa, Party Parastatal	-	News, Politics, Current Affairs	To be Launched	-
8	<a href="#">Ethiopian Satellite Television</a> - EthSAT	ESAT Foundation, HQ Amsterdam, Party Parastatal	2010	News, Politics, Current Affairs	Jammed in Ethiopia	Amharic
9	<a href="#">Oromia Media Network</a> - OMN	OMN Inc., HQ Minnesota	2014	News, Politics, Current Affairs	Popular	Affan Oromo, Amharic
10	<a href="#">Oromia News Network</a> - ONN	Oromo Tv Inc., HQ Minnesota	2016	News, Politics, Current Affairs	Pilot Period	Affan Oromo



## Annex 4

# Women, media and gender-based violence in Ethiopia

### Introduction

Ethiopian journalism is still a male-dominated arena - less than 30 percent are women. This makes the Ethiopian newsroom one of the least gender-equal on the global scale. (Skjerdal 2017: 12)

Ethiopia also scores alarmingly low in global measurements of gender equality, placing itself as number 109 out of 144 on the Global Gender Gap Index (GGGI 2016). Limited and constrained by gender-stereotyped societal norms, women continue to be marginalized, oppressed and underrepresented in society, and the media sector is no exception. Although the situation for women in media remains difficult, there are also positive trends. The rise of the number of women entering the field show signs of a more gender-balanced future for Ethiopian media.

### Culture, traditional values and societal norms

In Ethiopia, sexual violence against women is an accepted norm, deriving from traditional values and practices that are seen as normalized in the Ethiopian society. The normalization of these practices in Ethiopian culture consequently helps to maintain harmful gender stereotypes and hinders women to rise from their low status within the society (Kedir 2016: 71).

Due to the normalized nature of domestic violence, most cases go unreported and many women prefer not to raise the issue. Socio-cultural norms condoning male dominance over women and justifies domestic violence as a 'normal feature of life' (Getachew 2006: 5).

The society at large is reinforcing attitudes that directly or indirectly encourage and legitimize sexual aggression of men by stigmatizing the women who are victims of rape instead of the perpetrators themselves. Women who are victims of rape are usually blamed for the attack and accused of having initiating the violence themselves, by arguing that they 'asked for it'. The culture of rape in Ethiopia is a substantial problem that has put women in a disadvantaged and marginalized position in society. The main problem seems to be the fact that rape generally is not perceived as a problem in Ethiopia; this even though sexual violence is punishable by law (Kedir 2016: 37-38).

### Women in Ethiopian media: Stereotyped, underrepresented and underestimated

It is commonplace that women are allowed to be seen and heard in media only if and when they fit within the frames of certain gender stereotyped roles. For instance, it is common that women seen on television typically are assigned the role of a housewife (cooking and taking care of children) or secretary (working for a man on a higher position). Moreover, women's behaviour is usually represented in a stereotypical way in television dramas, for example by making women look weak and vulnerable, as well as by making their characters more interested in being beautiful and attractive rather than in achieving their life goals. Male characters, on the other hand, are often represented as innovators, heroes and braves (Kedir 2016: 29).

In a study made by Dargie (2007), women were shown to constitute only 13.5 percent of the total workforce in the media, illustrating that only one in seven journalists was a woman.



The study showed that while the number of women entering the media field in Ethiopia had declined over the scope of five years, the number of male journalist had increased. Moreover, women working in the field of journalism face a glass ceiling when it comes to reaching high decision-making positions. Due to preconceived ideas about female performance, women seldom get promoted to higher positions in media (Dargie 2007: 34-35, 37-39, 48).

Furthermore, women's voices are largely underrepresented in local media. A survey from a project in 2010 found that more than 90 percent of the news subjects in the researched media outlets were men. Not only are women less heard than men, but when they do are heard, they are often represented in a prejudiced, depreciatory and narrow-minded manner. An in-depth analysis of gender representation in local print media showed that women's knowledge was portrayed as being subjective and as not going beyond their personal experience (Skjerdal 2016: 308).

### Media coverage of violence against women

In order to tackle the norms that justify violence against women, the role of media in illuminating the oppressing structure of these assumptions and preconceptions, as well as in stimulating public debate and providing a forum for opinion is crucial. However, in Ethiopia, women who are victims of rape are usually not only blamed and stigmatized by family members and the local community, but also through the endorsement of public media (Kedir 2016: 37).

A study made by Getachew (2006) shows that the coverage of domestic violence in Ethiopian media is minimal - both in terms of news coverage as well as coverage in other media programs. Indeed, the study reveals that socio-cultural norms that normalize domestic violence are influencing the editors in their choice of news and media programs, and can be seen as one of the main factors explaining the minimal coverage of domestic violence in Ethiopian media. Although a new law on domestic violence has been enacted in May 2005, the study shows that there seems to be a significant lack of awareness about this law among media editors, and that media editors in general maintain a sceptical attitude towards organizations that work on women-related issues. Domestic violence is generally considered as 'women's issues' to be addressed solely by women's programs and forums, and usually only becomes newsworthy either when the perpetrators of such acts are legally convicted or when the violence is so grave that it has led to death or severe damage on the woman's body (Getachew 2006: 57-58).

Similarly, Skjerdal (2016) notes that in the traditionally male-dominated newsrooms, domestic violence is not regarded as newsworthy and thus receives minimal treatment. However, in more gender-balanced newsrooms the situation appears different, since women journalists have a considerably higher interest in covering domestic violence than do male journalists. As a result, the gender proportion in the workforce appears to make a difference for the actual media content (Skjerdal 2016: 309).

### Positive trends for women in media

Although women are still largely underrepresented in the newsroom, recent statistics show a rise in female representation in Ethiopian newsrooms, with males constituting 71 percent and women 29 percent. These numbers are a radical increase from the findings of previous research, in which the female proportion was less than 20 percent. Skjerdal (2016) explains this development by referring to the 'education revolution' in local media; namely the fact that many institutions today - the state media in particular - require an undergraduate degree for new employees. Journalism programmes have sprung up in universities around Ethiopia, and gender incentives are common. This revolution, Skjerdal believes, can be seen as one important factor explaining the increase of women in media recruitment (Skjerdal 2016: 310).

Moreover, although only 9 percent of women in the newsrooms hold positions in the middle or top level management, it is important to note the age proportions of Ethiopian journalists; namely the fact that most female journalists are younger and less experienced than their male counterpart. Indeed, 75 percent of women journalists are less than 30 years old, compared with 45 percent of the men. Hence, due to their young age, women journalists are less likely to fill management and leadership positions. One explanation for these age proportions is the recent increase of women entering the media field, thus the proportion of young women journalists is relatively higher than that of men (Skjerdal 2016: 310-311). With more women entering the media, the outlook for women to reach higher management and leadership positions in the future can be seen as promising.

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