

The ASIA Media Directory

edited by Werner vom Busch

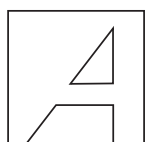


A handbook for media practitioners in
the region interested in establishing a contact network.



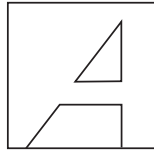
Konrad
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Foundation

The ASIA Media Directory



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the region interested in establishing a contact network.

The ASIA Media Directory

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Book Design by

First Printers Pte Ltd (Singapore)

First Edition

Published by

Konrad-Adenauer-Foundation Singapore

Acknowledgements



Publication of this book was made possible by assistance from the Asia-Europe Foundation.

ISBN 981-05-3256-3

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Foreword

In an era of technology-driven accelerated change and over-abundance of information, it is often decisive to know where to get the most accurate information.

It is therefore my great pleasure to introduce you to the updated and enlarged second edition of the Konrad-Adenauer-Foundation's 'Asia Media Directory'.

At the time of publication of the first edition in 1998, parts of the region were still reeling from the Asian Economic Crisis of 1997. Since then, a lot has happened in this dynamic and diverse region, not only in terms of economic recovery, political change, terrorist attacks, or the recent tsunami disaster. In fact, the region's media too have been subject to tremendous change and transformation.

A second edition therefore was more than overdue. It has not only been thoroughly updated but also expanded: the 'ASEAN Media Directory' has now become the 'Asia Media Directory' to include China, India, Korea and Taiwan further to the existing ten ASEAN member states.

This handbook builds on the successful country-by-country format of the first edition. Each country section provides an assessment of the most recent and significant developments in the national media environment, before proceeding to an easy-to-view factual presentation of the most important print, radio, and televised media.

It is my hope that the new media directory will serve the local media practitioners and academics as a reliable reference guide through the constantly changing thicket of the Asian media world.

Like Rodolfo C. Severino, then ASEAN Secretary General, in his foreword to the first edition, I would also like to convey my hope that this booklet will further strengthen the free flow of exchange and communication within Asia.

Werner vom Busch
Regional Representative
Asia Media Programme
Konrad-Adenauer-Foundation
Singapore

Overview of Asian Media

ASEAN countries have come out of the impact of the post-1997 currency crisis. In the worst hit four - Indonesia, Malaysia, Thailand, and the Philippines - Foreign Direct Investment (FDI) increased by 33 per cent in 2000 and 83 per cent in the first half of 2001, after negative growth in 1998 and 1999. ASEAN has recently entered into agreements with China, India, and Korea to establish a Free Trade Area (FTA) by 2010. This has set the entire region on the path to faster economic growth, and is bound to positively impact the region's growing media markets.

Asia is a paradox where democratic, communist, feudal and authoritarian states coexist. The diversity of cultural and political systems makes any attempt to identify a uniform pattern in media changes difficult. But there are changes aplenty, and sometimes fairly far-reaching, in all the countries covered in the Asia Media Directory.

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Revolutionary developments in information technology have already affected the region's media market. This is evident from the advances in television and internet media in these countries. As Ron Sommer, former Chairman of the Executive Board of German Telekom, wrote recently, "Asia will become the most important telecommunications market of the 21st century."

While the debate over the 'responsible' and the 'free' press continues to rage, a common feature in Asian countries is

Overview of Asian Media

commercialisation of the media. In the wake of economic liberalisation, media is undergoing a transition beyond politics, to information and consumerism. Media has also become a platform for advertising clients and a supporter of economic reconstruction, while creating demand for new consumer goods.

If a Vietnamese Rip Van Winkle were to wake up today after twenty years, the first things to strike him would be advertising. Huge billboards, multi-coloured newspaper inserts, television and radio spots, and T-shirts, worn by pretty young women passing out product samples, have radically changed the media landscape.

Media enterprises remain state-owned, and Communist Party cadres still occupy most management positions. But the new economic imperatives are to compete, make a profit, and not rely too heavily on subsidies. This compels every media practitioner to constantly look for ways to attract larger audience share, and garner more advertising revenue. This is a recurring theme.

In countries like China, Vietnam, Laos and Myanmar, media outlets are still mostly controlled by the respective governments, and serve as tools for furthering political and socio-economic interests of ruling regimes. In countries like India, the Philippines, and Thailand, they enjoy varying degrees of freedom from government intervention. In between are Singapore, Malaysia and Indonesia, where a semi-controlled press has long been in existence.

But state subsidies are gradually vanishing. After the loosening of controls on the publishing and film industries, even China is now set to allow foreign broadcasters to invest in television production companies. Economic viability is pushing media towards greater freedom.

Reflecting the political sensitivities that have long delayed reform of the media sector, similar shifts can be noticed. In countries where the media has been comparatively free from government control, the dimensions and magnitude of these shifts vary. But the broad trend is similar, with the odd exception.

Myanmar is at one end of the spectrum, where government control is total and oppressive. Here censorship is imposed in the name of national security. Owning books, magazines, cassettes or videotapes that are deemed hostile to the ruling junta is a criminal activity. Journalists have been jailed because of their affiliation with those who oppose the ruling regime.

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Overview of Asian Media

A noteworthy feature of the media scene in the more totalitarian countries is that political discussion is still forbidden. But their governments recognize that in order to attract foreign investment, economic information must flow a little more freely.

For instance, the Communist Party continues to dominate Laos, but the media market is gradually opening up. Laos today has four private monthly magazines, one of which is owned by an English businessman. In August 2004, a private company was issued a permit to run a television station for the first time.

India is at the other extreme. There the media has been comparatively free from government intervention since the country's 1947 independence. India now allows foreign investment in television, and is set to allow it in the print media -with certain limitations.

The Philippines and Thailand have the longest history of press freedom in the ASEAN region. The Filipinos and Thais are the region's most combative and best organized journalists who have fought dictatorial regimes in order to gain their freedom.

In the last few years Cambodia and Indonesia have joined the 'free press' club. Long suppressed and inexperienced, their journalists are eagerly exploring a world with fewer limitations. The sea changed in Indonesia following President Suharto's departure in 1998, and the country's burgeoning free press inspired the independent media to unite.

Thailand, the Philippines, and Indonesia joined hands to form the South-East Asian Press Alliance in 1998.

In Malaysia and Singapore the press is supposed to be 'free and responsible', with greater emphasis on responsibility. Their governments are armed with legislation to 'control' the media. As in Malaysia, journalists in Singapore are routinely 'briefed' about the government views of events. Brunei's authorities follow Singapore's example in almost all things, and none more than the media.

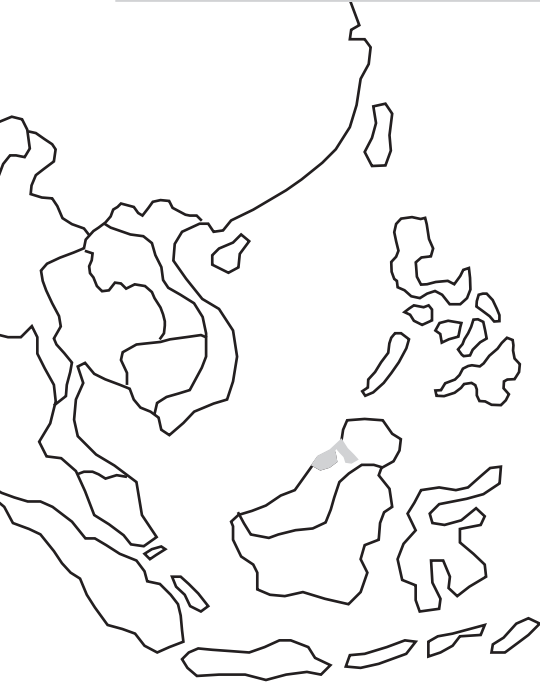
In South Korea, a fresh debate over media freedom has arisen following President Roh Moo-hyun's recent 'reforms' to end the monopoly of the print media through circulation control mechanisms and prevent the print media barons from entering broadcasting.

In conclusion, the media picture in the region remains mixed, but with progress towards greater freedom in many countries. Economic liberalisation and the demands of the market economy are the engines of this change – wherever it is occurring. If the outcome is a freer media, we should welcome it, though that freedom entails greater responsibility which should not be forgotten.

The Filipinos and Thais are the region's most combative and best organized journalists who have fought dictatorial regimes in order to gain their freedom.



BRUNEI



Negara Brunei Darussalam,

literally the Abode of Peace, is a country with a population of approximately 365,000 (est. 2004). It has an area of about 5,770sq km, and one of the highest per capita incomes in Asia. There are large subsidies for the population, and no taxes are imposed. For every ten persons, there are nine radios, and for every two persons there is a television set (1998).



There is one daily newspaper in English, the Borneo Bulletin, as well as another one in Malay, the Media Permata. Both these publications, together with their weekend editions, belong to the Brunei Press, a subsidiary of the QAF Holdings, Brunei Darussalam's first public-listed company, controlled by the sultan's family.

Brunei's media is neither diverse nor free. The privately owned press is either owned or controlled by the Sultan's family, or exercises self-censorship on political and

religious matters. At the re-launch of the Borneo Bulletin as a daily in 1990, His Majesty the Sultan Hassanal Bolkiah and government officials laid down the parameters of a responsible press. It was to be a partner of the government as a “disseminator of information, accurately and responsibly”.

This is in contrast to the message at the first appearance of the Borneo Bulletin in 1953 from the then ruling monarch, Sultan Sir Muda Haji Omar Ali Saifuddien: “I am told that the Borneo Bulletin will be firmly independent in its outlook and objectivity [sic] in its reporting. If it discharges its public duty strictly in accordance with these policies, I think the Bulletin will be an asset to our State.”

Government control nowadays is not questioned. All journalists are required to register with the Prime Minister’s Department under the Newspaper Act. Local press issues and politics are ‘non-topics’. While foreign advertising is allowed in the Brunei media, materials that run counter to Islamic culture and values are discouraged. A press law provides prison terms of up to three years for reporting ‘false news’.

The history of printed media in Brunei began in 1953 with the publishing of a weekly community newspaper Salam (Peace) for expatriates working with Brunei Shell Petroleum in the Belait District, as well as the Borneo Bulletin in the same year. Six years later, the founders of the Borneo Bulletin sold the press and newspaper to the Straits Times of Singapore.

The new Bulletin consisted of 12 pages and had a circulation of 3,500 copies. In 1959 QAF took over part of the shares of

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The new Bulletin consisted of 12 pages and had a circulation of 3,500 copies. In 1959 QAF took over part of the shares of Brunei Press from the Straits Times, although the latter continued to manage and publish the newspaper as a weekly. Four years later, QAF bought over the full interest of the newspaper.

The Borneo Bulletin was launched on September 3, 1990 as a daily newspaper after 38 years as a weekly community tabloid; a Malay section was added to the paper thereafter. It is circulated in Brunei, and in the other Borneo states of Sabah and Sarawak of East Malaysia.

In the 1950s and 1960s, there were other locally printed newspapers in Brunei, which were in circulation for a few years only. Among them was the bilingual Bintang Harian (Daily Star) which was acknowledged as the first daily newspaper in Brunei. The short-lived newspapers that emerged during this time apparently were driven by political idealism.

Since 1956 the government publishes Pelita, a weekly Malay tabloid on government activities, information and tenders. About 45,000 copies of Pelita are distributed free to the public at government departments and some petrol stations.

Presently, the government views Salam as a communication tool between employers and employees on the policies, activities, progress, and development in the oil industry. The Pelita Brunei in Malay bridges the communication gap between the leaders and the people; and Borneo Bulletin serves as a community based newspaper.

On the eve of the momentous Hari Raya

Aidilfitri, May 2, 1957, a female voice filled the airwaves and proudly announced: "Inilah Radio Brunei" ("This is Radio Brunei"). This event marked the beginning of radio in Brunei. Owning a radio was at that time a status symbol, and government loans to buy radios were available. Radio linked the whole country, which was largely inaccessible by roads, and was the medium of communication, information, and entertainment.

Nationwide coverage was reached in 1965. Short wave broadcasting by Radio Brunei could also be heard by people living in the Asia-Pacific region. In the same year, Radio Brunei expanded into two channels, the Malay service and English. In 1975, Radio Brunei ceased to be a part of the Department of Broadcasting and Information.

The introduction of an all-colour television network in 1975 diminished the importance of radio. Along with television, the two forms of media integrated under a separate governing body, known as Radio Television Brunei (RTB). In the same year, Radio Brunei discontinued its short wave broadcast.

Television became the media to watch: For every two citizens there exists one television set. It is common in Brunei to live in a three- to five-tier family. Average households have at least two television sets at home. The television channel generally telecasts religious programmes, documentaries and government activities.

Foreign feature films are usually scheduled later in the night.

The government's plan to wire up the entire country with optic fibre cables will further enable its citizens to transmit and receive real time information and images simultaneously. The high tech communication centre would enable Brunei to create electronic government and commercial activity.

MAJOR MEDIA — Print**Borneo Bulletin**

Published	: Daily, since 1953
Language	: English with a Malay section
Circulation	: 20,000 (weekdays); 25,000 (weekend)
Average pages	: >32 weekdays, >72 weekend
Market	: General English speakers and expatriates
Advertising rate	: Weekday: B\$ 1,600.00/ inside page, b/w, B\$ 3,680.00/ inside page, colour Weekend: B\$ 1,751.00/ inside page, b/w, B\$ 4,031.00/ inside page, colour
Address	: Lot 8 & 11, Perindustrian Beribi II, Gadong, BE 1118
Telephone/ Fax	: +673 2 451 468/ +673 2 451 462 (Advertising), +673 2 451 461 (Newsdesk)
E-mail	: brupress@brunet.bn
Website	: http://www.brunei-online.com/bb
Publisher	: Brunei Press Sdn Bhd
Editor-in-Chief	: Rex de Silva

The 50-year old Brunei Bulletin is available Mondays to Fridays, and the Borneo Bulletin Weekend is circulated on Saturdays and Sundays. The Bulletin is the main source of information for the latest local, regional, and international news; it has the widest reach of all English newspapers in Brunei. For affluent readers and investors, detailed stock market reports of Singapore, Kuala Lumpur, regional stock market exchanges, and business news are published. While the circulation is stated as 20,000 copies weekdays, the readership can reach up to 100,000 weekends, since Bruneians tend to live together as three- to five-tier families.

Under the leadership of its daily edition founder and editor-in-chief Rex de Silva, the Borneo Bulletin had its Malay section separated into a weekly, called Media Permata, Brunei's first Malay language newspaper.

MAJOR MEDIA — Print**Media Permata**

Published	: Daily, since 1998
Language	: Malay
Circulation	: 10,000
Average pages	: 24 (Monday to Friday), 32 (Saturday)
Market	: Affluent Malay families and bilingual readers
Advertising rate	: weekdays: B\$ 1,449.00/ page, b/w B\$ 3529.00/ page, colour
Editor-in-Chief	: Rex de Silva; Editor: Abdul Latif
Contacts	: Please refer to the Brunei Bulletin

Media Permata, first launched as a weekly January 13, 1995, graduated to a daily due to its popularity and in order to fulfil the information, educational and entertaining expectations of the growing Malay population. It is currently the most popular Malay daily with news and features for the three-tier family, a common household size in the country. Although circulation is about 10,000 copies on average, readership is about 67,000, because it is a family newspaper shared by members of large families.

With about 80 per cent of locally generated editorials, the Media Permata provides an avenue for aspiring local writers and artists. It promotes community awareness, social values, and use of Malay, the National language of Brunei Darussalam.

Available from Monday to Saturday, with the Saturday edition featuring a special 16-page pull out segment entitled 'Suasana' (mood), the Saturday edition emphasises more leisure reading. Suasana contains poetic contributions, letters, counselling, entertainment news, and special features.

The Brunei Press launched online editions for both the Brunei Bulletin and Media Permata in 1995.

MAJOR MEDIA — Television and Radio**Television Brunei**

On air since	: 1975
Language	: English and Malay
Audience share	: 84% (News viewership)
Prime time	: 7.00pm – 10.00pm
Market	: Brunei and East Malaysia, though penetrating North Australia and Japan
Advertising rate	: B\$ 1,940.00 (prime time), B\$ 2,700.00 (inside news)/ 90sec
Address	: Jalan Elizabeth II, Bandar Seri Begawan BS 8610
Telephone/ Fax	: +673 2 243 111/ +673 2 241 882
E-Mail	: rtbipro@brunet.bn
Ownership	: Government-owned
Director	: Pg Dato Paduka Hj Ismail b Pg Hj Mohamed

Radio Television Brunei started transmission as an all-colour network, the first in the Borneo region. RTB's prime news is Berita Nasional in Malay, which is aired at 8.00pm, and News At Ten in English at 10.00pm. The duration of Berita Nasional was increased gradually from 15 minutes to 30 minutes. Now the bulletin is 45 minutes in length, covering both local and international news. News At Ten is a 30-minute news bulletin. There are special regular reports from Singapore, Hong Kong, and Ottawa, Canada, as well as special reports from RTB's political desk covering key current topics in and regional and international political developments, not forgetting weekly consumer reports. According to audience surveys, news programmes are the most popular amongst television audience in Brunei.

Apart from being a member of the Asiavision, a news exchange mechanism under the umbrella of the Asia Pacific Broadcasting Union, the RTB News Centre is the coordinator of the ASEAN Television News Exchange, a project under ASEAN.

MAJOR MEDIA — Television and Radio**Radio Brunei Network**

Audience share	: 81%
Prime time	: 6.30am – 9.30pm
Language	: Malay, English, Chinese, Gurkhali
Market	: Different stations for different segments
Contact	: Please refer to Television Brunei

Eighteen years after its introduction, radio in Brunei was integrated along with television as Radio Television Brunei (RTB). A new service catering for the younger generation filled with popular music was introduced in 1995. In 1996 this service was named Rangkaian Pelangi (Rainbow Channel), the Malay service was renamed Rangkaian Nasional, and the English, Chinese, and Gurkhali as Rangkaian Pilihan (Selection Channel). A new service called Rangkaian Harmoni, was introduced in the same year to provide family oriented programmes. At its 40th anniversary, Radio Brunei introduced a new service called Rangkaian Nur Islam, which broadcasts comprehensive Islamic religious programmes. The Netradio, radio on the internet, was introduced in 2001, and thus opened a new era for Radio Brunei.

Kristal FM

A private radio station, Kristal FM, transmits four different radio programmes from 6.00am to midnight. This commercial information station transmits bilingually, with an equal number of English and Malay channels, therefore reaching almost every strata of society in Brunei. The recent introduction of Kristal Radio Online will furthermore increase the geographical reach of Kristal Radio. Kristal Astro, the cable network belonging to the same group as Kristal TV and Radio, is distributing more than 33 channels to Bruneians.

The British Broadcasting Service (BFBS) can also be received along with the UK stations Capital FM and Capital Gold because of the presence of the British garrison in Brunei.

MAJOR MEDIA — Television and Radio

Kristal TV

Language	: English and Malay
Market	: Network of 14 channels
Address	: Tungku Link Road, Bandar Seri Begawan BE 3619
Telephone	: +673 2 611 987
Ownership	: DST Network Sdn Bhd

Kristal TV carries 14 television networks, among them RTB, BBC, CNN and Starmovies. It has a client pool of about 17,000 customers throughout Brunei Darussalam.



CAMBODIA



Cambodia, The construction of a sustainable democracy is highly dependent on the support of an independent and free media. With current political influences affecting local media, Cambodia still has a long way to go.

For the 2003 elections, political parties used all the mass media resources – radio, TV and print – to mobilise support. The wider influence over private as well as state-owned radio and TV stations ensured victory for the Cambodian People's Party (CPP).

The founding of five new TV stations in the 1990s and an additional one in 2003, as well as 13 radio stations, has led to a tremendous growth in media consumption. Today approximately 80 per cent of urban and nearly 50 per cent of rural households have a TV set and a radio.



CAMBODIA

Due to decreased radio consumption, radio is giving way to TV (which is watched two to three hours a day) as a source of information. Cable TV (providing Cambodians with more than 60 TV channels) as well as satellite TV are available in the country, but far from being a commonly used medium.

Only around 70 per cent of the total population aged 15 and older can read and write.

However, this figure may be inflated. No survey has yet addressed the extent of Cambodian literacy and the percentage of the population that can actually comprehend more complicated texts such as newspaper articles.

One of the characteristics of Cambodia's radio stations is, in many cases, their affiliation to a TV station. Philosophies and alignments are shared between the TV and the radio station. Out of 13 radio stations, only five operate independently. Even though the radio listening audience is on the retreat, it is still an important source of information. While 54 per cent of the Cambodian population watches television, 44 per cent listen to radio.

Only six per cent of the Khmers use newspapers and other publications to get information about national and international issues. Nevertheless, the print market with 183 national and 22

international newspapers, 38 magazines, and 20 bulletins is quite competitive. The low number of Cambodian print media consumers can be attributed to the country's low literacy rate. This has subsequently led to the boom in other forms of media.

Only around 70 per cent of the total population aged 15 and older can read and write. However, this figure may be inflated. No survey has yet addressed the extent of Cambodian literacy and the percentage of the population that can actually comprehend more complicated texts such as newspaper articles. The illiteracy rate is predicted to increase in the near future because children do not attend school or increasingly drop out early, especially in the rural areas.

Looking back on Cambodia's history, the media has often been used to disseminate propaganda and attack political enemies. To reduce political influence in the information sector, political parties are now prohibited from running newspapers, TV, and radio stations. Despite this decree, the TV channel CTV 9 was founded to support FUNCINPEC's election campaign in 1993 and 1998, and Bayon TV is owned by Prime Minister Hun Sen. Similar alignments can be witnessed with radio stations and newspapers. They are often not owned by politicians, but individuals or companies taking clear political positions. Thus, while there is no official censorship in Cambodia, partisan influence leads to biased news coverage.

Cambodia's media is undergoing a transition beyond politics to information and consumerism. Creating demands for

new consumer goods, the media is a stage for advertising clients as well as a supporter for the reconstruction of Cambodia's economy. Some TV and radio stations are now fully financed by advertising revenues.

Although slowly, the internet as a new medium is beginning to penetrate Cambodia. The development started in 1994 when the NGO-platform Open Forum of Cambodia established the first internet provider in co-operation with the Ministry of Post and Telecommunications.

The internet is increasingly used by opposition parties, like the Sam Rainsy Party, to offset lack of access to state and traditional media. The party promotes itself heavily on its website .

Until 1997, this was the only internet access in the country, with 700 people using the service of . Today it still only counts 500 users – mostly NGOs and international organizations – since worldwide web access is not possible as the Ministry of Post and Telecommunication denies the necessary licence. Instead, the Ministry itself entered the internet market and owns two internet providers: Camintel (), founded in 1995 and 49 per cent co-owned by the Indonesian company Indosat, and Camnet (), supported by the International Development Research

Centre of Canada. Both offer a wide range of Internet services.

Two private providers have joined the market as well. The 1997 founded company Telstra bigpond was taken over in 2002 by a local investor, and changed from to . Under the cell phone operator Mobitel offers its internet services. However, the internet is still far from being a mass medium.

It is estimated that 3,000 private households are equipped with internet access. The number of internet cafés, especially in the capital Phnom Penh, is increasing tremendously. More than 100 internet places were counted in 2003. The price in Phnom Penh has settled at fifty US cents per hour, while in the coastal city Sihanoukville the user gets charged three US dollars an hour – unaffordable for most of the locals. In 2003 the American aid organization Asia Foundation, in co-operation with the NGO Open Forum Cambodia, established internet stations nationwide. The address of the Khmer language website is www.cambodiatic.org.

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MAJOR MEDIA — Print

Koh Santepheap Daily

Published	: Daily
Language	: Khmer
Circulation	: 47,000
Average pages	: 20
Advertising rates	: US\$ 2.00/ cm_, colour US\$ 0.30/ cm_, b/w
Address	: No. 41Eo, Street 338, Phnom Penh
Telephone/ Fax	: +855 23 211 818/ +855 23 300 301
E-mail	: kousautepheap@camnet.com.kh
Website	: http://www.kohsantepheapdaily.com.kh
Ownership	: Thong Uypang
Editor-in-Chief	: Yin Phany

Koh Santepheap Daily hit the Cambodian newspaper market in 1992. The first 12-page section of the daily carries current political news while the second section, page 13 to 20, is committed to entertainment interspersed with display and classified ads as well as color pictures.

Kampuchea Thmey Daily and Koh Santepheap Daily have a similar layout, content and design.

Major Media

Rasmei Kampuchea Daily

Published	: Six times weekly
Language	: Khmer
Circulation	: 20,000
Average pages	: 20
Advertising rates	: US\$ 2.25/ cm_, front page, colour US\$ 0.45/ cm_, page, b/w
Address	: No. 474, Monivong Boulevard, Phnom Penh
Telephone/ Fax	: +855 23 362 881/ +855 23 362 472
E-mail	: rasmei_kampuchea@yahoo.com
Ownership	: Theng Bunma
Editor-in-Chief	: Pen Pheong

Rasmei Kampuchea is by far the most widely read newspaper in Cambodia. Editorially backing the ruling CPP, it is restrained compared to other Khmer newspapers.

Kampuchea Thmey Daily

Published	: Six times weekly (Wednesday to Monday)
Language	: Khmer
Circulation	: 20,000 – 30,000
Average pages	: 16
Advertising rates	: US\$ 2.00/ cm_, front page, full colour US\$ 1.50/ cm_, back page, full colour US\$ 0.70/ cm_, inside page, b/w
Address	: No. 805, Kampuchea Krom Boulevard, Phnom Penh
Telephone/ Fax	: +855 23 882 535/ +855 23 882 656

Politics, crime and business are placed in the first of the two eight-page sections of the Kampuchea Thmey Daily. The second section contains, similar to Koh Santepheap Daily, light entertainment such as horoscope, gossip and movie reviews.

MAJOR MEDIA — Print

Chakraval

Published	: Daily
Language	: Khmer
Circulation	: 8,000
Average pages	: 4
Advertising rates	: US\$ 0.30/ cm_, front/ back page, full colour (US\$ 0.10/ cm_, b/w)
Address	: No. 3, Street 181, Phnom Penh
Telephone/ Fax	: +855 12 669 629/ +855 23 211 878
E-mail	: cahkraval@hotmail.com
Publisher/ Editor-in-Chief	: Keo Sophorn

Chakraval was first published in 1993, but only became a daily in 1997. The content of the pro-CPP paper is mostly crime and murder with illustrating matching pictures on the front page.

Voice of Khmer Youth

Published	: Daily
Language	: Khmer
Circulation	: 3,000
Average pages	: 4
Advertising rates	: US\$ 0.10/ cm_
Address	: No. 24E, Street 374, Phnom Penh
Telephone	: +855 12 900 664/ +855 12 859 142
E-mail	: khmeryouthnews@yahoo.com
Editor-in-Chief	: Keo Sothea

Being aligned with Sam Rainsy party, the Voice of Khmer Youth is an opposition newspaper attacking the government and officials.

MAJOR MEDIA — Print

Cambodia News

Published	: Weekly
Language	: Khmer and English
Circulation	: 7,000 – 10,000
Average pages	: 8
Advertising rates	: US\$ 3.00/ cm_
Address	: No. 15B, Street 612, Sangkat Beng Kok II, Khan Toul Kok, Phnom Penh
Tel and Fax	: +855 23 993 200
E-mail	: cambodia_news@yahoo.com
Publisher/ Editor-in-Chief	: Chhay Sopal

Cambodia News is a bilingual newspaper printed every Monday, run by Cambodians only, without control by foreign publisher and editors. The newspaper claims to be non-partisan and supports strengthening democracy, human rights, and press freedom based on professionalism. It has been published since August 2001.

The Cambodia Daily

Published	: Six times weekly
Language	: English (4 pages in Khmer each issue)
Circulation	: 3,500
Average pages	: 16
Advertising rates	: US\$ 145.00/ half page, b/w unreserved US\$ 355.00/ half page, colour unreserved
Address	: No. 50B, Street 240, Phnom Penh
Telephone/ Fax	: +855 23 426 602, +855 23 426 490/ +855 23 426 573
E-mail	: editor@cambodiadaily.com
Website	: http://www.cambodiadaily.com.kh
Publisher	: Bernard Krisher
Editor-in-Chief	: Kevin Doyle

The Cambodia Daily is an independent non-profit newspaper published six times weekly in Phnom Penh. It means to establish a foundation for a free press in Cambodia, and to train its journalists. It is available as a daily print edition in Cambodia and a weekly edition for overseas readers (at US\$ 250 per year). Due to its public service objective, the Daily gets its foreign news from major wire services free of charge.

MAJOR MEDIA — Print

Cambodge Soir

Published	: Five issues weekly for the French edition (one edition weekly for the Khmer edition, sold separately)
Language	: French
Circulation	: 3,000
Average pages	: 12 - 20
Advertising rates	: US\$ 30.00 - US\$1,300.00/ according to size and b/w or colour
Office Address	: 26 CD, Street 302, Phnom Penh, BP 627
Telephone/ Fax	: +855 12 790 880, +855 12 815 990/ +855 23 362 654
E-mail	: cambodiagesoirpnh@online.com.kh
Publisher	: Robert Latil
Editor-in-Chief	: Pierre Gillette

Cambodge Soir is a general information newspaper, neutral and independent, trying to take part in the democratic debate. The targeted readership is the French speaking Cambodian population, mainly students, civil servants, ministries and politicians.

Phnom Penh Post

Published	: Bi-weekly
Language	: English
Circulation	: 3,000 - 5,000
Average pages	: 16
Advertising rates	: US\$ 31.00/ col. inch b/w, US\$ 300.00/ colour surcharge
Address	: No. 10A, Street 264, Phnom Penh
Telephone/ Fax	: +855 23 426 568/ +855 23 210 309
E-mail	: editor.pppost@online.com.kh
Website	: http://www.phnompenhpost.com
Publisher/	
Editor-in-Chief	: Michael Hayes

The Phnom Penh Post is Cambodia's oldest independent newspaper, first published in July 1992. The paper is widely read by foreigners and Cambodians throughout the country, and has subscribers in 48 countries around the world.

MAJOR MEDIA — Print

Business News

Published : Every Monday
Language : English
Circulation : 3,500
Average pages : 8
Advertising rates : US\$ 2.50/ col. cm (4cmx1cm) b/w
US\$ 3.50/ col. cm (4cmx1cm) colour
Address : No. 28B3, Street 75, Sras Chok, Phnom Penh
Te / Fax : +855 23 990 110
E-mail : bizznews@camnet.com.kh
Publisher/ Editor-in-Chief : Bala Chandran

Business News provides coverage for Cambodian and Asian business, as well as some local politics. Every issue features an overview of local Phnom Penh market prices for food and building materials, as well as the dollar exchange rate.

The Popular Magazine

Published : Thrice monthly
Language : Khmer
Average pages : 88
Address : No. 77, Street 214, Phnom Penh
Tel / Fax : +855 16 918 318/ +855 23 215 741
E-mail : popularmagazine@online.com.kh
Publisher/ Editor-in-Chief : Kwok Kwan Hung

Published since November 1994, The Popular Magazine is the most popular magazine in Cambodia. Its content varies from lifestyle to business, films, music, and feature stories.

MAJOR MEDIA — Radio and Television

Radio FM 103

Language	: Khmer
Reach	: 150 km around Phnom Penh
Broadcasting hours	: 24 hours
Advertising rate	: US\$ 1.50 – US\$ 5.00/ 30sec
Address	: No. 2, Russian Federation Boulevard (Street 112), Phnom Penh
Telephone/ Fax	: +855 23 885 285/ +855 23 360 800
E-mail	: tv3@kcsr.com.kh
Website	: http://www.tv3.com.kh
Ownership	: Phnom Penh Municipality and KCS Cambodia Company Ltd

Having been through an enormous expansion during the past decade, FM 103 has established itself into a radio empire. Operating radio stations in Siem Reap, Battambang, Kampong Cham, Sihanoukville and Kampot, it is available in almost all provinces. It is under the control of TV 3, and therefore in terms of program content and political news coverage is subordinate to the city of Phnom Penh.

Love FM 97.5MHz

Language	: English
Audience share	: 7%
Reach	: 150 km around Phnom Penh
Broadcasting hours	: 24 hours
Advertising rate	: US\$ 3.00/ 30sec
Address	: No. 2, Russian Federation Boulevard (Street 112), Phnom Penh
Telephone/ Fax	: +855 16 975 002/ +855 23 360 800
E-mail	: lovefm@everyday.com.kh
Website	: http://www.lovefm.ws
Ownership	: Phnom Penh Municipality and KCS Cambodia Company Ltd
Station Manager	: Tim Sirois

Also affiliated with TV3, the radio station Love FM shows a similar ownership structure. Love FM's main goal is to provide listeners entertainment, with popular English songs and English speaking DJs. English speaking locals, in the 15- to 25- year old age group, are the main target.

MAJOR MEDIA — Radio and Television

Radio Bayon FM 95

Language	: Khmer
Reach	: Nationwide
Broadcasting hours	: 6.30am – 12.00pm
Advertising rate	: US\$ 2.50/ 30sec
Address	: Toul Krasaing, Srok Takhmau, Kandal Province
Telephone/ Fax	: +855 23 983 435/ +855 23 363 895
E-mail	: bayontv@camnet.com.kh
Website	: http://www.bayontv.com.kh
Ownership	: Prime Minister Hun Sen
General Director	: Thai Norasathya

The TV station Bayon, owned by Prime Minister Hun Sen, operates one of the three radio stations in the country with national coverage. TV Bayon provides the radio station's philosophy, as well as political guidelines. The program content is similarly aligned to TV Bayon.

Radio FM 107

Language	: Khmer
Reach	: 150 km around Phnom Penh
Broadcasting hours	: 6.00am – 11.00pm
Advertising rate	: US\$ 5.00 – US\$ 10.00/ 30sec
Address	: No. 18, Street 562, Beongkok I, Khan Toulkork, Phnom Penh
Telephone/ Fax:	+855 23 880 874/ +855 23 368 212
E-mail	: tv9cambodia@hotmail.com
Website	: http://www.tv9.com.kh
Ownership	: CBT Company Ltd
Director	: Khun Helena

FM 107 is affiliated to CTV 9. The philosophy as well as owner relationships are the same as with the TV station.

MAJOR MEDIA — Radio and Television

Radio APSARA FM 97

Language	: Khmer
Audience share	: < 18 years: 20%, 18-35 years: 60%, 35 and up: 20%
Population covered	: 7.1 million
Reach	: 120 km around Phnom Penh
Broadcasting hours	: Daily, 5.30am – 12.00pm
Advertising rates	: 5.00pm – 10.00pm: US\$ 112.00/ 30sec Off prime time: US\$ 70.00/ 30 sec
Address	: No. 69, Street 57, Boeng Keng Kang I, Khan Chamkarmorn, Phnom Penh
Telephone/ Fax:	+855 23 987 355/ +855 23 214 302
E-mail	: tv11@camnet.com.kh or apsaratve@camintel.com
Website	: http://www.tv11.com.kh
Ownership	: Say Chhum and Pen Simorn
General Director	: Sok Eysan

Linked to APSARA TV, FM 97's program is similarly conservative-traditional, but features more news which is broadcast five to ten minutes every hour.

Radio Beehive FM 105

Language	: Khmer
Reach	: Nationwide
Broadcasting hours	: 5.00am – 11.00pm
Advertising rate	: Commercial advertising: US\$ 2.50/ 30sec
Address	: No. 44G, Street 360, Sangkat Boeng Keng Kang III, Chamcarmorn, Phnom Penh
Telephone/ Fax	: +855 23 210 401/ +855 23 210 439
E-mail	: sbk@online.com.kh
Website	: http://www.sbk.com.kh
President	: Mam Sonando

FM 105 is one of the radio stations that is not affiliated to a TV station, but does show a political affiliation to the Sam Rainsy Party. It is critical of the government and tries to be the voice of the poor and oppressed. Broadcasting since 1995, the station focuses on social problems. At the same time it is a stage to distribute democratic ideas and human rights education. Listeners have the opportunity to call in live, and share their opinions and point of view.

MAJOR MEDIA — Radio and Television

Taproh FM 90.5

Language	: Khmer
Audience share	: 50%
Reach	: 80 km around Phnom Penh
Broadcasting hours	: 6.00am -11.00pm
Advertising rate	: US\$ 450.00 – 550.00/ hour
Address	: Nr. 27B, Street 472, Sangkat Toul Tom Pong II, Khan Chamcar Morn, Phnom Penh
Telephone	: +855 23 213 054, +855 12 931 985
E-mail	: radiotaprohm@yaahoo.com
General Director	: Noranarith Anandayath
Marketing Officer	: Ear Limsour

Independently founded in February 2003 with no affiliation to any TV station but to FUNCINPEC party, FM 90.5 is the latest radio channel in the country. Language, culture, and kids programs are broadcast, as well as news four times a day. International news is researched via BBC.

Radio National of Kampuchea FM 96

Language	: Khmer (the 15 minute overseas program is broadcast in English, French, Thai, Lao, Vietnamese)
Audience share	: 23%
Reach	: Nationwide
Broadcasting hours	: 5.30am – 10.30pm
Advertising rate	: US\$ 2.50/ 30sec
Address	: No. 20, Street 106, Phnom Penh
Telephone/ Fax	: +855 23 725 383/ +855 23 427 319
E-mail	: tanyan@camnat.com.kh
Ownership	: Royal Government of Cambodia
Director	: Tan Yan

Radio FM 96 is an additional radio station for Phnom Penh run by National Radio Kampuchea, the oldest station in the country. Broadcasting since 1999, FM 96 offers shorter news than its mother station and additional music shows. Both stations are under the control of the Ministry of Information.

MAJOR MEDIA — Radio and Television

Royal Cambodian Army Television (TV5)

Language	: Khmer
Audience share	: 95%
Broadcasting hours	: 6.00am – 11.00pm
Advertising rates	: Prime time: US\$ 180.00/ 30sec Off prime time : US\$ 45.00/ 30sec
Address	: Borei Keila Street No. 169, Sangkat Vealvong, Phnom Penh
Telephone/ Fax	: +855 23 303 925, +855 23 306 064/ +855 23 884 245
E-mail	: micattv5@online.com.kh
Director	: Dr. Krisada Manoonwong

Both the Ministry of Defence and the Thai media company KANTANA hold an equal share of 50 per cent each in TV5. This is the most watched TV channel in Cambodia, according to statistics. The entertainment part and advertising are arranged without the ministry's influence. However, the news coverage is under the direct control of the Ministry of Defence that provides political guidelines. Although claiming to be neutral, TV5 only focuses on news regarding the ruling government. There is hardly any reporting on opposition parties. Music and sport shows, as well as educational programs about family and women, are frequently on TV5's agenda. Unlike the channel FM 98 (the radio station affiliated with TV5), it is not regarded as one of the popular stations.

MAJOR MEDIA — Radio and Television

Television Kampuchea (TVK)

Language	: Khmer, French, English
Reach	: Nationwide, Australia, Asia
Broadcasting hours	: Monday-Friday : 11.00am – 3.00pm/ 5.00pm – 11.00pm Saturday : 6.00am – 8.00pm Sunday : 24 hours Overseas : 1.00pm – 5.00am daily
Address	: No. 62, Monivong Boulevard, Phnom Penh
Telephone/ Fax:	+855 23 426 761/ +855 23 426 407
E-mail	: tvk@camnet.com
Website	: http://www.tvk.goov.kh
Ownership	: state-owned
General Director	: Kem Kunawath

Founded in 1966, TVK is the oldest TV station in Cambodia. Being a public station, it mainly focuses on the interests of the government. The news coverage, which is regarded as the best in the country, is dominated by government functions. Politically controversial content is avoided.

Cambodian Television CTV9

Language	: Khmer
Reach	: 150 km around Phnom Penh
Broadcasting hours	: 11.00am – 11.00pm
Advertising rate	: US\$ 100.00 – US\$ 200.00/ 30sec
Address	: No. 18, Street 562, Beongkok I, Khan Toulkork, Phnom Penh
Telephone/Fax	: +855 23 880 874/ +855 23 368 212
E-mail	: tv9cambodia@hotmail.com
Website	: http://www.tv9.com.kh
Ownership	: CBT Company Ltd
Director	: Khun Helena

CTV 9 was the first private TV channel when founded in 1993 to be used for FUNCINPEC's election promotion. Today the contents broadcast are as non-political as possible, since CTV9 is regarded as an entertainment channel. Every year a film produced by the former King in the 1960s is shown on his birthday.

MAJOR MEDIA — Radio and Television

Municipality Television Phnom Penh (TV3)

Language	: Khmer
Reach	: 120 km around Phnom Penh
Broadcasting hours	: 8.00am – 11.30pm
Advertising rate	: US\$ 120.00 – US\$ 240.00/ 30sec
Address	: No. 2, Russian Federation Boulevard (Street 112), Phnom Penh
Telephone/Fax	: +855 23 885 285/ +855 23 360 800
E-mail	: tv3@ksradio.com
Website	: http://www.tv3.com.kh
Ownership	: Phnom Penh Municipality and KCS Cambodia Company Limited

TV3 started out in 1996 as a joint venture of the city of Phnom Penh and a Thai media company (KCS). Both parties hold a 50 per cent share. The channel is regarded as the most popular, especially in the capital. The daily one-hour news is designed to cover the most important political issues, as well as unrepresented parties.

Bayon TV (27)

Language	: Khmer and Chinese
Audience share	: 60% in Phnom Penh, 70% in the provinces
Reach	: Nationwide except provinces Mondul Kiri, Preah Vihea, Rattanakiri
Broadcasting hours	: 11.00am – 11.00pm
Advertising rate	: US\$ 120.00/ 30sec
Address	: Toul Krasaing, Srok Takhmau, Kandal Province
Telephone/Fax	: +855 23 983 435/ +855 23 363 895
E-mail	: bayontv@camnet.com.kh
Website	: http://www.bayontv.com.kh
Ownership	: Prime Minister Hun Sen
General Director	: Thai Norasathya

According to Bayon TV's official philosophy, it is an information channel covering all important issues as well as entertainment. Contents such as serials, music, sport, and drama dominate the channel. However, there are no documentaries or educational programs.

MAJOR MEDIA — Radio and Television

APSARA TV

Language	: Khmer
Audience share	: < 18 years: 20%, 18-35 years: 60%, 35 up: 20%
Population covered	: 7.1 million
Reach	: 120 km around Phnom Penh
Broadcasting hours	: Daily, noon – 11.00pm
Advertising rates	: 5.00pm – 10.00pm: US\$ 112.00/ 30sec Off prime time : US\$ 70.00/ 30sec
Address	: No. 69, Street 57, Boeng Keng Kang I, Khan Chamkarmorn, Phnom Penh
Telephone/ Fax	: +855 23 987 355/ +855 23 214 302
E-mail	: tv11@camnet.com.kh or apsaratv@camintel.com
Website	: http://www.tv11.com.kh
Ownership	: Say Chhum and Pen Simorn
General Director	: Sok Eysan

Founded in 1996 by the Apsara Media Group, the Apsara TV channel can be described as conservative-traditional. It emphasises advancement of Khmer culture and tradition, followed by entertainment and educational programs. News coverage shows a hierarchical structure similar to TVK, TV5 and Bayon, predominantly reporting on the King, the Prime Minister, and the government followed by the Parliament and Senate.

MAJOR MEDIA — Radio and Television

CTN

Language	: Khmer
Audience share	: 30%
Reach	: Nationwide 10 million viewers (90% of the population)
Broadcasting hours	: 24 hours (with overnight repeats)
Advertising rate	: US\$ 600.00/ 30sec
Address	: CTN, National Road No. 2, Khum Prek Ho, Srok Ta Khmao, Kandal Province 3
Telephone	: +855 12 999 434
E-mail	: glentelgate@camgsm.com.kh
Website	: http://www.cambodia.com
Ownership	: Cambodian Broadcasting Service
Director	: Kith Meng/ Millicom
General Manager	: Glen Felgate

Launched in March 2003, CTN is Cambodia's newest and most modern TV station. A variety channel, CTN offers Cambodians at home and abroad a daily look at what is happening in Cambodia today. There is a mix of news, culture, drama, entertainment and sport.

OTHER MEDIA — Print

The Mirror

Published	: Weekly
Language	: English (Khmer version is Kanychok Sangkum)
Circulation	: Mirror: 229, Kanychok Sangkum: 2,613
Average pages	: 16
Address	: No. 245, Street 51, Phnom Penh
Telephone and Fax	: +855 23 360 345
E-mail	: mirror@forum.org.kh
Editor	: Norbert Klein

The Mirror is a weekly publication of the NGO Open Forum of Cambodia. It contains extracts of previously published articles collected from the Cambodian print media. The aim is to give an overview of major issues that are dominating the Khmer language print media in Cambodia.

OTHER MEDIA — Radio and Television

Radio WMC (Women’s Media Center) FM 102

Language	: Khmer
Audience	: 60%
Reach	: 12 provinces and cities out of 24 in Cambodia
Broadcasting hours	: 16 hours/ day
Advertising rate	: US\$ 1.50/ 30sec
Address	: Nr. 30, Street 484, Chamcarmorn, Phnom Penh
Telephone and Fax	: +855 23 364 882
E-mail	: wmc@everyday.com.kh
Website	: http://www.wmc-cambodia.org
Ownership	: Women’s Media Center of Cambodia
Director	: Tive Sarayeth

FM 102, founded by the WMC in 1998, officially started broadcasting in 1999. The station is a non-profit organization with the aim of improving Cambodian women’s status in society. The program content therefore focuses mainly on women’s issues, apart from political affiliations. Local news is investigated at locations, and there are live broadcasts. International news is taken from the Australian Broadcasting Corporation service. WMC also operates a TV station with similar aims.

MAJOR MEDIA — Radio and Television

Radio Free Asia

Language	: Khmer
Audience	: popular
Reach	: by FM 105MHz – 5 - 6 provinces by satellite – worldwide
Broadcasting hours	: 2 hours/ day, 5.30 - 6.30am/ 7.30 - 8.30pm
Address	: No. 63 E1, Street 240, Cheychumneas, Phnom Penh
Telephone/ Fax	: +855 12 802 724/ +855 23 219 072
E-mail	: sereyt@pp.rfa.org
Website	: http://www.rfa.org
Ownership	: Funds sponsored by U.S. congress
Director	: Sam Borin

Radio Free Asia is a non-profit media organization broadcasting to deliver accurate news and information in Khmer, Lao, Vietnamese, Korean, Burmese and Chinese.

News and World Report

Language	: English
Audience share	: approx. 2 million viewers
Reach	: Nationwide, reedited version for overseas viewers via satellite
Broadcasting hours	: 15 minutes (News and World Report is broadcast on national channel TVK)
Advertising rate	: US\$ 250.00/ 30sec, discount for long term contract
Address	: No. 28B3, Street 75, Sras Chok, Phnom Penh
Telephone and Fax	: +855 23 990 110
E-mail	: bizznews@camnet.com.kh
Ownership	: Business News
Director	: Bala Chandran



CHINA



China boasts of one of the world's largest untapped and fastest-developing media markets. The country's huge population of 1.3 billion and robust economic growth are two major factors that have spurred the development of the media industry. Meanwhile, the government's continuous efforts to deregulate the tightly controlled media sector have also contributed significantly to the media boom.

Global media magnates are all keeping a close eye on China's media market, hoping to gain a share of it. Like any other industry in China, the media sector faces both opportunities and challenges to be brought about by the country's entry into the World Trade Organization.

The year 2003 was a crucial year for the media industry, as the ruling Communist Party of China (CPC) and government sped up its market-oriented reform in the sector. The goal of building a market

economy has prompted the CPC to abandon its decades-old practice of seeing mass media only as propaganda tools and letting the state monopolize the media sector. Instead, it came to realize that media organizations should be allowed to run like businesses, while serving the party's ideological purpose through effective control of content.

Hence the long-awaited reform in the cultural sectors (which included the media sector) was carried out with the hope of transforming state-owned media organizations from public institutions to enterprises. The reform, which covered such sensitive issues as financing, co-operation with foreign companies, and cross-media development, featured a partial opening of the media organizations' business management to non-governmental investment.

With an expected influx of overseas competitors - as will happen soon in line with China's WTO commitments - the Chinese Government has encouraged industrial restructuring in the media sector in the hope of fostering some competitive media giants. A growing number of mergers over the past few years have led to the establishment of scores of newspaper, broadcasting, and publication groups in the country. Though few in number, multi-media news groups have also emerged to transcend regional barriers.

The sweeping industrial restructuring has also triggered more intense competition than ever in the media sector, which also saw the entry of foreign and private capital. Although there are still some areas that are off limits, the retail business in the media sector opened to foreign and private investors in May 2003 and the

wholesale business by the end of 2003. Foreign participation has been allowed in publication, broadcasting, and websites, as overseas investors are managing to gain access to the potential market through co-operation in different forms with Chinese partners.

A growing number of mergers over the past few years have led to the establishment of scores of newspaper, broadcasting, and publication groups in the country. Though few in number, multi-media news groups have also emerged to transcend regional barriers.

Despite the attempt to deregulate the media industry, the CPC and the Chinese Government continue to exercise stringent control and censorship over the print and broadcasting media as well as the internet. Although a few newspapers and magazines have tried hard to be more independent in their reporting, and thus become increasingly popular, most media organizations remain under effective control of the CPC and government. It remains to be seen whether the strict control will finally hinder the development of the media industry. But it should be noted that the quick development of the internet and satellite TV has enabled Chinese citizens to have wider access to foreign information.

The print market has more than 2,000 newspapers and 9,000 magazines, but most of them have small circulations. Of

the 2,000-plus newspapers, trade newspapers run by all kinds of trade associations affiliated to government departments account for over 50 per cent. Because almost all Chinese newspapers are technically state-owned, they used to depend heavily on state funding and administratively imposed subscriptions. In 2003, the State Press and Publication Administration issued regulations that required most official publications to sever ties with their government agencies and re-register as companies.

The other 362 TV stations in the country are all regional, although 31 provincial satellite channels have been able to broadcast nationwide. To compete with CCTV, 22 provincial stations have formed a strategic alliance to share programme and advertising resources.

In line with the new policy, only several dozen major newspapers run by CPC central and provincial committees will continue to enjoy state funding. That means up to 95 per cent of the country's newspapers and magazines will have to be responsible for their own profits and losses, and face the loss of their mandatory subscription.

The industrialization move has led to greater concentration in the print market, with some large and profitable newspapers absorbing smaller ones.

Since the first newspaper group - Guangzhou Daily Newspaper Group - was established in January 1996, there have been a total of 39 newspaper groups in China and one magazine group. In the meantime, some popular magazines of fashion and lifestyle have been allowed to co-operate with foreign partners in copyright. These magazines can use foreign materials that do not exceed 45 per cent of the content of each edition.

Broadcasting is dominated by China Central Television (CCTV), the country's state TV station. It now has 14 satellite channels and six paid channels that can reach audiences of almost 1.1 billion. The other 362 TV stations in the country are all regional, although 31 provincial satellite channels have been able to broadcast nationwide. To compete with CCTV, 22 provincial stations have formed a strategic alliance to share programme and advertising resources. The number of cable TV users topped 100 million by the end of 2003.

The country began to experiment with digital TV (DTV) in 2003, with some DTV channels opening to the public in cities like Beijing and Tianjin. China has a total of 1,500 radio stations but only one of them - China National Radio - can be broadcast nationwide. Since December 2001, a total of seven broadcasting and TV groups has been formed in the country in a bid to re-allocate media resources.

The internet has been developing into a new major media in China. The number of internet users topped 87 million by the end of June 2004. The three largest internet portals are sina.com, sohu.com and netease.com. Traditional media is feeling the competition from the new media.

CHINA

MAJOR MEDIA — News Agencies

Xinhua News Agency

Address	: 57 Xuanwumen West Street, Xuwan District, Beijing 100803
Telephone / Fax	: +86 10 63 07 11 14/ +86 10 63 07 12 06
E-Mail	: xhszbs@xinhuanet.com
Website	: http://www.xinhuanet.com
President	: Tian Congming
Editor-in-Chief	: Nan Zhenzhong

The state-owned Xinhua News Agency, founded in November 1931, is China's largest news agency with a staff of over 10,000 people. It has 33 branches in the mainland, Hong Kong and Macao, and 100 overseas branches. The news agency offers news services in Chinese, English, French, Russian, Spanish, Arabian and Portuguese. It also publishes more than 20 newspapers and magazines.

China News Agency

Address	: 12 Baiwanzhuang South Street, Xicheng District, Beijing 100037
Telephone / Fax	: +86 10 68 31 66 36/ +86 10 68 32 76 49
E-Mail	: editor@chinanews.com.cn
Website	: http://www.chinanews.com.cn
President	: Liu Zepeng

Founded in September 1952, the China News Agency is one of China's two news agencies. It has 23 branches in the mainland, Hong Kong and Macao and five overseas branches, offering news service only in Chinese. The agency also publishes four magazines including China News Week and View Point.

CHINA

MAJOR MEDIA — Newspapers

The People's Daily

Published	: Daily
Language	: Chinese
Circulation	: 2 million
Average pages	: 16 (weekdays); 8 (weekend)
Advertising rate	: US\$ 7.90 - US\$ 17.70/ col. cm (plus colour surcharge)
Address	: No. 2 Chaoyangmenwai Jintai West Street, Chaoyang District, Beijing 100733
Telephone/ Fax	: +86 10 65 36 81 14/ +86 10 65 36 83 83
E-Mail	: rmb@peopledaily.com.cn
Website	: http://www.peopledaily.com.cn
President	: Wang Chen
Editor-in-Chief	: Zhang Yannong

The People's Daily is the mouthpiece of the Central Committee of the Communist Party of China. It also publishes overseas, South China and East China editions, as well as 14 other newspapers and magazines.

The Economic Daily

Published	: Daily
Language	: Chinese
Average pages	: 16
Advertising rate	: US\$ 5.03 - US\$ 15.18/ col. cm (plus colour surcharge)
Address	: No. 2 Baizhifang East Street, Xuanwu District, Beijing 100054
Telephone / Fax	: +86 10 63 55 99 88/ +86 10 63 53 94 08
E-Mail	: ce@mail.ce.cn
Website	: http://www.economicdaily.com.cn
Publisher	: Economic Daily Newspaper Group
President	: Wu Chunhe
Editor-in-Chief	: Feng Bing

The Economic Daily is China's most authoritative national newspaper covering economic and financial news. It serves as a key platform for the State Council, China's cabinet, to publish economic documents and policies.

CHINA

MAJOR MEDIA — Newspapers

The China Youth Daily

Published	: Daily
Language	: Chinese
Average pages	: 12
Advertising rate	: US\$ 9.35 - US\$ 17.27/ col. cm (plus colour surcharge)
Address	: No. 2 Dongzhimennei Haiyuncang, Doncheng District, Beijing 100702
Telephone / Fax	: +86 10 64 03 22 33/ +86 10 64 03 37 92
E-Mail	: cehuabu@cyol.com
Website	: http://www.cyol.net
President	: Xu Zhuqing
Editor-in-Chief	: Li Xueqian

Run by the Central Committee of the Communist Youth League of China, the China Youth Daily is the country's most widely read national newspaper among young people.

Southern Weekend

Published	: Every Thursday
Circulation	: 1.3 million
Average pages	: 32
Advertising rate	: US\$ 13.00 - US\$ 16.00/ col. cm (plus colour surcharge)
Address	: No. 289 Guangzhou Dadaozhong, Guangzhou, Guangdong Province 510601
Telephone/ Fax	: +86 20 87 37 39 98/ +86 20 87 37 58 06
E-Mail	: xwxxzx@mail.nanfangdaily.com.cn
Website	: http://www.nanfangdaily.com.cn/zm
Publisher	: Nanfang Daily Newspaper Group

The Southern Weekend focuses on investigative reporting and upholds the principle of independent reporting. It has become the most popular weekly newspaper in the country.

MAJOR MEDIA — Newspapers

21st Century Business Herald

Published	: Monday and Thursday
Language	: Chinese
Circulation	: 400,000
Average pages	: 36
Address	: No. 289 Guangzhou Dadaozhong, Guangzhou, Guangdong Province 510601
Telephone / Fax	: +86 20 87 37 39 98/ +86 20 87 39 60 70
E-Mail	: reader@21cbh.com
Website	: http://www.nanfangdaily.com.cn/jj
Publisher	: Nanfang Daily Newspaper Group
Editor	: Liu Zhouwei

The 21st Century Business Herald is China's most influential and most-read business newspaper in China. It aims to be "the Wall Street Journal of China."

China Daily

Published	: Monday to Saturday
Language	: English
Circulation	: 300,000
Average pages	: 16 (weekdays); 12 (Saturday)
Advertising rate	: US\$ 7.90 - US\$ 32.90/ col. cm (plus colour surcharge)
Address	: No. 15 Huixie Dongjie, Chaoyang District, Beijing 100029
Telephone / Fax	: +86 10 64 92 44 88/ +86 10 64 91 83 77
E-Mail	: editor@chinadaily.com.cn
Website	: http://www.chinadaily.com.cn
Editor-in-Chief	: Zhu Ling

China Daily is the only national English-language newspaper and also the most-quoted newspaper in China. It aims to open a window to China for foreign readers, and a window to the world for Chinese readers.

CHINA

MAJOR MEDIA — Newspapers

Shanghai Daily

Published	: Monday to Saturday
Language	: English
Average pages	: 20
Advertising rate	: US\$ 4.30 - US\$ 5.20/ col. cm (plus colour surcharge)
Address	: No. 755 Weihai Road, Shanghai 200041
Telephone / Fax	: +86 21 52 92 01 51/ +86 21 52 92 13 65
E-Mail	: editor@shanghaidaily.com
Website	: http://www.shanghaidaily.com
Publisher	: Wenhui-Xinmin United Press Group
Editor-in-Chief	: Zhang Ciyun

Shanghai Daily is China's largest regional English-language newspaper. Located in Shanghai, the country's economic hub, the newspaper targets the 60,000-plus local expatriates, more than 2 million overseas travellers a year, and a large number of Chinese elite.

MAJOR MEDIA — Magazines

China News Week

Published	: Every Monday
Language	: Chinese
Circulation	: 200,000
Advertising rate	: US\$ 5,804.00 - US\$ 9,431.00/ page
Address	: 12 Baiwanzhuang South Street, Xicheng District, Beijing 100037,
Telephone / Fax	: +86 10 88 38 75 89/ +86 10 68 99 80 76
E-Mail	: letter@chinanewsweek.com.cn
Website	: http://www.chinanewsweek.com.cn
Publisher	: China News Agency
Editor	: Liu Beixian

Published since January 1, 2000, China News Week has become one of the country's most influential new magazines.

MAJOR MEDIA — Magazines

Life Week

Published	:	Every Thursday
Language	:	Chinese
Average pages	:	72
Advertising rate	:	US\$ 6,021.00 - US\$ 8,923.00/ page
Address	:	No. 22 Meishuguan East Street, Dongcheng District, Beijing 100010
Telephone/ Fax	:	+86 10 84 05 04 28/ +86 10 84 05 04 01
Website	:	http://www.lifeweek.com.cn
Publisher	:	Sanlian Bookstore Company
Editor	:	Zhu Wei

Published since 1995, Life Week is characterized by its investigative and analytical reporting.

Outlook Weekly

Published	:	Every Thursday
Language	:	Chinese
Average pages	:	56
Advertising rate	:	US\$ 2,421.80 - US\$ 6,045.00/ page
Address	:	57 Xuanwumen West Street, Xuwan District, Beijing 100803
Telephone / Fax	:	+86 10 63 07 30 48/ +86 10 63 07 41 37
E-Mail	:	liaowang@public.fhnet.cn
Website	:	http://www.xinhuanet.com.cn
Publisher	:	Xinhua News Agency
Editor	:	Ji Bin

Published since 1987, the Outlook Weekly was China's first news magazine.

MAJOR MEDIA — Magazines

Life Week

Published	:	Every Thursday
Language	:	Chinese
Average pages	:	72
Advertising rate	:	US\$ 6,021.00 - US\$ 8,923.00/ page
Address	:	No. 22 Meishuguan East Street, Dongcheng District, Beijing 100010
Telephone / Fax	:	+86 10 84 05 04 28/ +86 10 84 05 04 01
Website	:	http://www.lifeweek.com.cn
Publisher	:	Sanlian Bookstore Company
Editor	:	Zhu Wei

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Address	:	57 Xuanwumen West Street, Xuwan District, Beijing 100803
Telephone / Fax	:	+86 10 63 07 30 48/ +86 10 63 07 41 37
E-Mail	:	liaowang@public.fhnet.cn
Website	:	http://www.xinhuanet.com.cn
Publisher	:	Xinhua News Agency
Editor	:	Ji Bin

Published since 1987, the Outlook Weekly was China's first news magazine.

MAJOR MEDIA — Magazines

Nan Feng Chuang Magazine

Published	: twice monthly
Language	: Chinese
Advertising rate	: US\$ 3,385.00 - US\$ 6,045.00/ page
Address	: No. 512, Dongfeng East Road, Guangzhou 510050
Telephone / Fax	: +86 10 63 07 30 48/ +86 10 63 07 41 37
E-Mail	: efee@nfcmag.com
Website	: http://www.nfcmag.com
Publisher	: Guangzhou Daily Newspaper Group
Editor	: Qin Shuo

Published by the Guangzhou Daily Newspaper Group and known as the “Measure of the Times”, the Nan Feng Chuang Magazine is one of China’s most influential news magazines. It has been a pioneer in covering sensitive topics such as democracy and corruption.

Canjing Magazine

Published	: Bi-weekly
Language	: Chinese
Circulation	: 220,000
Advertising rate	: US\$ 7,068.00 - US\$ 13,422.00/ page
Address	: No. 22 Chaoyangmenwai Street, Beijing 100020
Telephone / Fax	: +86 10-65 88 50 47/ +86 10 65 88 50 46
E-Mail	: help@caijing.com.cn
Website	: http://www.canjing.com.cn
Publisher	: Stock Exchange Executive Council
Editor	: Hu Shuli

Published since April 1998, the Canjing Magazine has been China’s biggest and most influential financial news magazine because of its independent reporting.

CHINA

MAJOR MEDIA — Newspapers

Beijing Review

Published	: Every Thursday
Language	: English
Advertising rate	: US\$ 725.00 - US\$ 3,022.00/ page
Address	: No. 24 Baiwanzhuang Lu, Beijing 100037
Telephone / Fax	: +86 10 68 99 62 45/ +86 10 68 32 66 28
E-Mail	: contact@bjreview.com.cn
Website	: http://www.bjreview.com.cn
Editor-in-Chief	: Lii Haobo

Published since 1958, the Beijing Review was China's first and continues to be its only English-language news magazine aimed at explaining official policies to international readers.

MAJOR MEDIA — Radio and Television

CCTV Channel 1

On air since	: September 2, 1958
Language	: Chinese
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Advertising rate	: US\$ 773.00 - US\$ 6,166.00/ 5sec
Address	: No. 11 Fuxing Road, Haidian District, Beijing 100859
Telephone	: +86 10 68 50 01 14
E-Mail	: cctv-1@mail.cctv.com
Website	: http://www.cctv.com
Ownership	: CCTV

With 1.1 billion viewers, CCTV Channel 1 has been China's most watched television channel since its inception in September 1958. It used to be the country's most authoritative source for news and government policy. Now it has been turned into a comprehensive channel with a mix of news, entertainment, variety shows, and TV series.

CHINA

MAJOR MEDIA — Radio and Television

CCTV News Channel

On air since	: May 1, 2003
Language	: Chinese
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Advertising rate	: US\$ 435.00 - US\$ 2,055.00/ 5sec
Address	: No. 11 Fuxing Road, Haidian District, Beijing 100859
Telephone	: +86 10 68 50 91 72
E-Mail	: newsgh@mail.cctv.com
Website	: http://www.cctv.com
Ownership	: CCTV

CCTV News Channel is the country's first around-the-clock news channel.

CCTV Channel 2/ Economic Channel

Language	: Chinese
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Advertising rate	: US\$ 435.00 - US\$ 2,055.00/ 5sec
Address	: No. 11 Fuxing Road, Haidian District, Beijing 100859
Telephone / Fax	: +86 10 68 50 01 14/ +65 62 55 68 61
E-Mail	: cctv-2@mail.cctv.com
Website	: http://www.cctv.com
Ownership	: CCTV

CCTV Channel 2 is China's most influential economic channel. The second most watched channel in China (only behind CCTV Channel 1), it is rated by TV audiences as the most vibrant channel.

MAJOR MEDIA — Radio and Television

CCTV Channel 5/ Sports Channel

On air since	: January 1, 1995
Language	: Chinese
Reach	: Nationwide
Prime time	: 7.00pm – 9.00pm
Advertising rate	: US\$ 677.00 - US\$ 2,321.00/ 5sec
Address	: No. 11 Fuxing Road, Haidian District, Beijing 100859
Telephone / Fax	: +86 10 68 50 01 14/ +65 62 20 38 81
E-Mail	: cctv-5@cctv.com
Website	: http://www.cctv.com.cn
Ownership	: CCTV

CCTV Channel 5 is China's oldest, largest, and most watched sports channel.

CCTV Channel 9/ English Channel

On air since	: September 25, 2000
Language	: English
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Address	: No. 11 Fuxing Road, Haidian District, Beijing 100859
Telephone / Fax	: +86 10 68 50 72 07/ +86 10 68 50 69 15
E-Mail	: cctv-9@mail.cctv.com
Website	: http://www.cctv.com.cn
Ownership	: CCTV
Channel controller	: Jiang Heping

As the country's first English-language channel, CCTV Channel 9 is dedicated mainly to reporting news and information to its global audience, with a special focus on China.

CHINA

MAJOR MEDIA — Radio and Television

China Education Television (CETV)

On air since	: 1986
Language	: Chinese
Reach	: Nationwide
Prime time	: 7.00pm – 9.00pm
Advertising rate	: US\$ 100.00 - US\$ 200.00/ 5sec
Address	: No. 160 Fuxingmennei Street, Haidian District, Beijing 100031
Telephone / Fax	: +86 10 66 49 08 67/ +86 10 66 41 42 99
E-Mail	: net@cetv.edu.cn
Website	: http://www.cetv.edu.cn
Ownership	: The Ministry of Education

Run by the Ministry of Education, CETV is the country's only television station specializing in education. It now has two channels (CETV-1 and CETV-2) broadcast nationwide, and one channel (CETV-3) broadcast in the Beijing area.

China National Radio (CNR)

On air since	: December 1940
Language	: Chinese, Mongolian, Tibetan, Uygur, Korean
Reach	: Nationwide
Advertising rate	: US\$ 48.00 - US\$ 290.00/ 15sec
Address	: No. 2 Fuxingmenwai Street, Haidian District, Beijing 100866
Telephone / Fax	: +86 10 86 09 00 77/ +86 10 68 04 57 07
E-Mail	: zbs@cnr.cn
Website	: http://www.cnr.cn
President	: Yang Bo

As the state broadcaster, CNR is China's most influential radio station. It now has eight channels broadcast nationwide.

MAJOR MEDIA — Radio and Television

China Radio International (CRI)

On air since	:	December 1941
Language	:	Mandarin and 42 foreign languages and Chinese dialects
Reach	:	Nationwide
Advertising rate	:	US\$ 20.00/ 5sec
Address	:	No. 16a Shijingshan Road, Shijingshan District, Beijing 100040
Telephone/ Fax	:	+86 10 68 89 27 38/ +86 10 68 89 27 39
E-Mail	:	zbs@cnr.cn
Website	:	http://www.chinabroadcast.cn
President	:	Li Dan

China Radio International, one of the most influential international broadcasting stations in the world, serves the entire globe with broadcasts every day in 43 foreign languages and Chinese dialects. The English Service is one of its most important divisions.

INDIA



Media in India are undergoing significant changes in the current liberalised environment. India is one of the few countries from the global south to emerge as a significant actor in the international media market, attracting foreign direct investment (FDI) in both the print and broadcasting industries

The Indian government has allowed up to 20 per cent foreign investment in TV channels that can be beamed from Indian soil. It appears set to allow foreigners to take up to a 26 per cent stake in news and current affairs publications, and up to 74 per cent in technical and other non-news print media.

Approximately 4,000 newspapers are published in India in English, Hindi, and other vernacular languages. In addition, there are thousands of weekly, fortnightly, and monthly magazines, covering a whole range of themes and issues. Since the

government banned FDI in the print media in 1955, all Indian newspapers are currently owned and controlled solely by Indian companies.

In contrast, with little restriction on FDI, the electronic media has registered blistering growth during the last decade. The number of TV channels available to viewers in India has gone up from two to over 90. There are more than 250 radio stations in the country.

The process of change in one of the most extensive press and broadcasting systems in the world has opened up new opportunities and challenges for the media. Foreign investors are flocking to India to exploit its vast market. Indian entertainment industries, often in partnership with transnational corporations, have also started expanding beyond the borders of the country to reach a regional and, increasingly, a global audience.

The number of TV channels available to viewers in India has gone up from two to over 90.

This two-way flow in cultural products is exemplified by the extraordinary growth of Zee TV, India's first domestic, Hindi-language, private television channel. From modest beginnings in 1992, it has today become an indigenous multimedia corporation, with interests in television, satellite telecommunications, and the internet.

The changing environment has also sought to redefine the 'role' of the media

in society - from a tool for information and social and economic betterment to that of entertainer. India's emergence as a player in the international media market, therefore, has to be seen in the particular historical context of its media's evolution from British colonial times to the present age of globalisation and liberalisation.

Colonial Heritage

Newspaper publishing was brought to India in the colonial period. In 1780 James Augustus Hicky, a disgruntled employee of the East India Company, founded the Bengal Gazette. He described the journal as "a weekly political and commercial paper open to all parties, but influenced by none".

As newspapers became widely available, they introduced modern way of thinking and contributed to the construction of a national identity. Despite very low literacy and strict press laws, the press played a key role in the nationalist movement, even if its pioneers came from a small westernised, educated elite.

Ram Mohan Roy, a versatile Bengali intellectual, established the nationalist press in eastern India in the early 1820s by starting three reformist publications: the Brahmanical Magazine (English), the Sambad Kaumudi (Bengali) and the Mirat-ul-Akhbar (Persian). Around the same time in 1822, Fardoonji Murzban launched the Bombay Samachar at the western end of the country, which is still in existence as a Gujarati daily.

The nationalist press existed side by side with the establishment press encouraged by the colonial rulers. As nationalism evolved, so did the idea that freedom of the press was a basic right to be cherished

and fought for. Indian industrialists started their own newspapers with a clear anti-colonial stance. Most nationalist leaders, including Mahatma Gandhi, were involved in activist, campaign journalism.

While the print media was in private hands, radio started and remained in the hands of the colonial administration. Regular broadcasts started in 1927. Though All India Radio was founded as a public broadcasting service in 1936, the government's stranglehold on radio continues.

By 1941 about 4,000 newspapers and magazines were in print in 17 languages, and their underlying *raison d'être* was the end of colonial rule. Towards the end of the British Raj, the press could be broadly divided into three categories. There were the establishment papers such as *The Statesman* (Kolkata), and *The Times of India* (Bombay). The nationalist press was led by the *Hindustan Times* (Delhi), *The Indian Express*, and *The Hindu* (Madras); and Indian language publications such as *Anand Bazaar Patrika* in Bengali, *Kesari* in Marathi, *Sandesh* and *Bombay Samachar* in Gujarati, *Malayala Manorama* and *Mathrabhumi* in Malayalam, and *Aaj* in Hindi.

Post-independence scene:

Even after independence, the colonial legacy continued to influence the media. India inherited a combination of a private print media and a government-controlled broadcasting system. Given its diversity, the press was critically aware and, by and large, acted as a fourth estate in a fledgling democracy. The electronic media was used for what was known as 'nation-building.'

The introduction of television in 1959, as a pilot UNESCO-sponsored educational project, reflected the initial attitude to the medium. It was an educational tool and a means for disseminating state policies and public information. The sole state television channel (*Doordarshan*) was part of All India Radio until 1976, when it became a separate department under the Information and Broadcasting Ministry.

Regular broadcasts started in 1927. Though All India Radio was founded as a public broadcasting service in 1936, the government's stranglehold on radio continues.

Other sections of the electronic media were also employed for propaganda purposes. Newsreels produced by the Indian Film Division (a wing of the Ministry of Information and Broadcasting) were used to promote government policies. As a study by the Press Institute of India observed: "[newsreels] are not only controlled by the Government, but their theme and content are also dictated by it. Since films have a tremendous educational and propaganda value, it is mandatory for all cinema houses to show newsreels."

Since it was by far the largest advertiser, the government tried to influence the private print media through control of perennially short newsprint and advertising, and by subsidising pro-government newspapers and news agencies. But despite such direct and indirect interference, the relative autonomy of the private print media contributed greatly to the evolution of democracy in India.

INDIA

Unlike most other developing countries, the government in India was somewhat more tolerant of criticism on the editorial pages. This gave Indian journalists - most coming from urban middle-class backgrounds - the opportunity to maintain high professional standards, and allowed space for critical debates on socio-political and economic issues.

The pro-active - often adversarial - role of journalists contributed to the evolution of an early-warning system. Except for a brief period (1975-77), when blatant censorship was enforced after Prime Minister Indira Gandhi declared a state of emergency, the Indian press has, by and large, remained free.

The more liberal governments of the 1980s intensified the process. As a result, television became much more entertainment-oriented.

When the combined opposition's Janata government came to power after the emergency, it appointed a 12-member working group under a senior journalist B.G. Verghese to develop a new policy framework for the broadcast media. The group recommended the establishment of an independent National Broadcasting Trust, Akash Bharati, to run both Doordarshan and AIR.

Since then power has alternated between the main parties. But the official broadcasting media remains under government control. What has changed is its revenue-generating structure. Doordarshan has been rapidly

commercialized, and to a lesser extent All India Radio.

The more liberal governments of the 1980s intensified the process. As a result, television became much more entertainment-oriented. Its soap operas - originally borrowing from the success of telenovelas in Brazil and Mexico (a mix of education, information, and entertainment using education entertainers) - were altered to meet the needs of advertisers.

Economic liberalisation, deregulation, and privatisation in the 1990s contributed to the expansion of Indian media corporations, facilitated by joint ventures with international media conglomerates. Such developments revolutionised broadcasting in what used to be a heavily protected media market, certainly the most regulated among the world's democracies.

Gradual deregulation and privatisation of television has transformed the media landscape. Many western transnational media players have entered India's 'emerging market' - potentially one of the world's biggest English-language television markets. Others are waiting in the wings. And with a huge middle class - estimated between 200 and 300 million - aspiring to western lifestyles, their task has been made easier.

The entry of global media conglomerates has opened up a new visual world for Indian audiences. Buoyed by advertising revenues, cable and satellite television increased their reach phenomenally. In 1992, only 1.2 million homes received cable TV. Presently, India has 24 million homes with cable. They receive programmes from major transnational players - notably, CNN, Disney, CNBC,

MTV, Star, Sony Entertainment Television, and BBC - and scores of Indian channels.

Globalisation and the advent of satellite television also ensured that the migrant communities of South Asians in the Middle East, Europe, and North America became a new target as audiences and consumers. Zee was among the first to recognize the potential of overseas markets for its programming.

Following its 1992 launch in the Middle East, Zee TV entered the lucrative British market in 1995 when it bought TV Asia, already established in the UK. Today, Zee claims to be 'the world's largest Asian television network,' covering Asia, Europe, the US, and Africa, and catering to the Indian diaspora. In Asia, where it boasts a total viewership of 180 million, the network spans more than 43 countries. It offers round-the-clock programming on four channels - Zee TV, Zee Cinema, Zee TV India and Music Asia.

The mushrooming of TV channels has made competition for viewership and advertisement revenue more intense. While this has multiplied the viewers' choices, it has also resulted in an ideological shift in programming from public service to profit. Sports programmes are major money-spinners.

The increasingly international orientation of television seems to have excluded the majority of India's people - the poor, especially those living in the countryside. They are remarkably absent from programmes on channels such as Zee. Given these drawbacks, development-oriented television remains largely under-explored, primarily because it does not interest advertisers. Ironically, the country that pioneered the use of space technology

for education (with the Satellite Instructional Television Experiment (SITE) of 1975-76), and brought TV to the poorest villages in the most inaccessible areas, has ignored the educational potential of television.

The print media has not remained unaffected by this shift in the role of the visual media, and the lure of advertising revenue. The period since the early 1990s has witnessed what may be described as tabloidization or dumbing-down of many once serious, well-known newspapers.

India does have organizations like the Censor Board and the Press Council to mediate between the needs of society and the media's attempts to promote a consumerist culture. But, with the explosion of mass-media technologies and advertising, the role of these bodies has been greatly undermined.

Online media, which has mushroomed in India during the last five years thanks to phenomenal growth of the internet, is struggling to survive in an environment where the competition for the advertising revenues between the print and the electronic media is intense. But as a tool of social action, it has come of age, and quite a number of news portals not only match the traditional print and the new electronic media in professionalism and social commitment, but are in fact breaking new ground.

However, the internet is still available to a very limited segment of the population, and the online media can at best serve as a vehicle of information sharing than a tool of mass communication in a country like India where illiteracy is still high and access to the internet is confined to the elite section of society.

MAJOR MEDIA — Print

The Times of India

Published	: Daily, since 1838
Language	: English
Market	: Nationwide
Address	: Head Office: The Times of India Building, Dr. D.N. Road, Mumbai 400001
New Delhi Office	: 7 Bahadurshah Zafar Marg, New Delhi 110002
Telephone/ Fax	: +91 22 56 35 535 (Mumbai), +91 11 23 30 200 (New Delhi)/ +91 22 22 73 16 80 (Mumbai), +91 11 23 71 58 34 (New Delhi)
Website	: http://www.timesofindia.com , http://www.indiatimes.com
Publisher	: Bennet, Coleman & Co Ltd
President	: Pradeep Guha

It claims a daily circulation of about 460,000 copies. The Times' own history constitutes an authoritative slice of the history of journalism in India. Since its inception in 1838, it has witnessed and reported the making of the phenomenon called Modern India. It has the highest percentage of sole readers indicating its leading position. It has eight regional editions - Mumbai, Delhi, Ahmedabad, Hyderabad, Pune, Bangalore, Lucknow and Patna.

INDIA

MAJOR MEDIA — Print

The Hindu

Published	: Daily, since 1878
Language	: English
Market	: Nationwide
Address	: Head Office: Kasturi Buildings, 859 & 860, Anna Salai, Chennai New Delhi: 210, 2nd Floor, Ansal Bhawan, New Delhi 11001
Telephone/ Fax	: Head Office: +91 44 28 41 33 44, New Delhi : +91 11 23 32 00 54/ +91 44 28 41 53 25 (Editorial), +91 44 28 41 62 90 (Advertising)
Website	: http://www.hinduonnet.com , http://www.hindugroupnet.com
Publisher	: Kasturi & Sons Ltd
Editor-in-Chief	: N. Ram

India's most authoritative newspaper, The Hindu started from Madras (now Chennai) in 1878 as a weekly, and became a daily in 1889. Apart from Chennai, it is presently being published from Coimbatore, Bangalore, Hyderabad, Madurai, Delhi, Visakhapatnam, Thiruvananthapuram, Kochi, Vijayawada and Mangalore. It claims a circulation of over 900,000 and a readership of over three million. The group also publishes a number of periodicals including The Hindu Business Line (business daily), The Hindu International Edition (weekly), The Sportstar (weekly sports magazine), Frontline (fortnightly features magazine), annual surveys of Indian industry, agriculture and environment and Indian Cricket (an annual record book on cricket).

Hindustan Times

Published	: Daily, since 1924
Language	: English
Market	: North India
Address	: The Hindustan Times House, 18/20 Kasturba Gandhi Marg, New Delhi 110001
Telephone / Fax	: +91 11 23 36 12 34 (Editorial), +91 11 55 61 370 (Advertising)/ +91 11 23 70 46 000, +91 11 55 56 12 70
Website	: http://www.hindustantimes.com
Publisher	: HT Media Ltd
Editor-in-Chief	: Shekhar Bhatia

A leading national English daily, set up by the industrial house of Birlas to articulate national sentiment in colonial India. The Hindustan Times has editions from Delhi, Lucknow, Patna and Kolkata, dominating the northern region of the country. hindustantimes.com, the online version of the newspaper is fairly popular. The group's Hindi newspaper, Hindustan is the ninth largest newspaper in the country.

MAJOR MEDIA — Print

The Indian Express

Published	: Daily, since 1940
Language	: English
Market	: Nationwide
Address	: Head Office: 2nd Floor Express Towers, Nariman Point, Mumbai 400021 New Delhi: Deen Dayal Upadhyay Research Institute, E-7, 4 th Floor, Jhandewalan Estate, New Delhi 110055
Telephone / Fax	: Head Office: +91 22 22 02 26 27; New Delhi: +91 11 23 55 15 00/ Head Office: +91 22 22 04 46 54; New Delhi: +91 11 23 55 15 10
Website	: http://www.indianexpress.com
Publisher	: Indian Express (Bombay) Ltd
Editor-in-Chief	: Shekhar Gupta
Executive Director	: N.P. Singh

Identified with its legendary founder Ram Nath Goenka, this combative newspaper has made and destroyed governments. The Indian Express has always exposed, while others reported. Apart from its Mumbai and Delhi editions, it is also published from Pune, Nagpur, Ahmedabad, Baroda, Chandigarh, Jammu and Lucknow. The group also publishes Financial Express, a multi-edition business daily, and Screen, an entertainment weekly.

MAJOR MEDIA — Print

The Asian Age

Published	: Daily, since 1995
Language	: English
Market	: Nationwide
Address	: L-11 South Extension Part II, New Delhi 110049
Telephone/ Fax	: +91 11 26 25 05 73, +91 11 26 25 31 37 / +91 11 26 25 11 79
Website	: http://www.asianage.com
Publisher	: Asian Age Holdings Ltd
Editor-in-Chief	: M.J. Akbar
General Manager	: Alok Roy Chowdhury

The Asian Age has editions in five cities in the country and one in London. It was launched simultaneously in Delhi, Mumbai and London in February 1994. Supported by liquor giant, the UB Group, and the Hyderabad publishers of the Deccan Chronicle, the daily newspaper is currently published from Delhi, Mumbai, Kolkata, Bangalore, Ahmedabad and London. Since its inception a short while ago, its website reached over 7,828,209 users (November 20, 2003), and this number is steadily rising.

The Statesman

Published	: Daily, since 1875
Language	: English
Circulation	: 152,594
Market	: Eastern India
Address	: Head Office: Statesman House, 4 Chowringhee Square, Kolkata 700001 New Delhi: Statesman House, 148 Barakhamba Road, New Delhi 110001
Telephone/ Fax	: Head Office: +91 33 22 12 70 70, New Delhi: +91 11 33 12 59 11/ Head Office: +91 33 22 12 61 81 (Editorial), +91 33 22 12 00 54 (Advertising), New Delhi: +91 11 23 31 52 95
E-mail	: thestatesman@vsnl.com
Website	: http://www.thestatesman.net
Editor-in-Chief	: C.R. Irani
Publisher	: Anand Sinha

The direct descendant of The Friend of India (founded in 1818), The Statesman is one of India's oldest English newspapers. The daily newspaper started in Kolkata in 1875 and its Delhi edition in 1931. The group also publishes the Statesman Weekly, a compendium of news and views for readers outside India.

MAJOR MEDIA — Print

The Economic Times

Published	: Daily, since 1961 (Mumbai), 1974 (Delhi), 1976 (Kolkata), 1985 (Bangalore), 1990 (Ahmedabad), 1994 (Chennai), 1995 (Hyderabad)
Language	: English
Market	: Nationwide
Address	: Head Office: The Times of India Building, Dr. D.N. Road, Mumbai 400001
New Delhi Office	: 7 Bahadurshah Zafar Marg, New Delhi 11002
Telephone/ Fax	: +91 22 56 35 535 (Mumbai), +91 11 23 30 200 (New Delhi)/ +91 22 22 73 16 80 (Mumbai), +91 11 23 71 58 34 (New Delhi)
Website	: http://www.economicstimes.com
Publisher	: Bennet, Coleman & Co Ltd
Editor-in-Chief	: A.B. Bhattacharjee
President	: Pradeep Guha

The Economic Times, started in 1961, is India's largest circulating English business daily. The Economic Times is published simultaneously from seven cities across India, has a circulation of 400,000 copies, and is read by over one million people every day.

Business Standard

Published	: Daily, since 1975
Language	: English
Market	: Nationwide
Address	: Nehru House, 4 Bahadur Shah Zafar Marg, New Delhi 110002
Telephone/ Fax	: +91 11 23 72 02 02 to 09/ +91 11 23 72 02 01, +91 11 23 73 98 37
Website	: http://www.business-standard.com
Ownership	: Business Standard Ltd
Publisher & Editor	: T. N. Ninan

An economic cum political newspaper whose reputation and quality far exceeds its circulation, the Business Standard is published from Delhi, Mumbai, Chennai, Bangalore, Kolkata, Hyderabad and Ahmedabad.

MAJOR MEDIA — Print

The New Indian Express

Published	: Daily, since 1998 (1932-1997 as The Indian Express)
Language	: English
Market	: South India
Address	: Club House Road, Anna Salai, Chennai 600002
Telephone/ Fax	: +91 44 28 46 18 18/ +91 44 28 46 18 29
E-mail	: chennai@epmltd.com
Website	: http://www.newindpress.com
Publisher	: Express Publications (Madurai) Ltd
Chairman & MD	: Manoi Kumar Sonthalia
Resident Editor	: Kamlendra Kanwar

Once part of Ram Nath Goenka's Indian Express group, The New Indian Express was split from the parent group after a family division. Presently it brings out editions from 14 centres spread over the four southern states of Tamil Nadu, Karnataka, Andhra Pradesh, and Kerala.

The Tribune

Published	: Daily, since 1881
Language	: English
Circulation	: 233,237
Market	: Punjab, Haryana, Delhi and Himachal Pradesh
Address	: The Tribune Publications, Sector 29-C, Chandigarh
Telephone/ Fax	: +91 172 65 50 66/ +91 172 65 50 54
E-mail	: marketing@tribuneindia.com
Website	: http://www.tribuneindia.com
Publisher	: The Tribune Trust
Editor-in-Chief	: H.K. Dua

The Tribune, now published from Chandigarh, started publication on February 2, 1881, in Lahore (now in Pakistan). Sardar Dyal Singh Majithia, a public-spirited philanthropist, started it. It is run by a trust comprising five eminent trustees. Restraint and moderation, rather than extreme language and partisanship, are the hallmarks of the paper. Apart from its English edition, the 124-year-old Tribune has a sister Punjabi Tribune (in Punjabi) and Dainik Tribune (in Hindi).

MAJOR MEDIA — Print

The Telegraph

Published	: Daily, since 1982
Language	: English
Circulation	: 662,258
Market	: Eastern India
Address	: 6, Prafulla Sarkar Street, Kolkata 700001
Telephone/ Fax	: +91 33 22 25 39 50, +91 33 22 37 80 00 / +91 33 22 53 240, +91 33 22 53 241
E-mail	: sandipghose@abpmail.com
Website	: http://www.teelegraphindia.com
Publisher	: Anand Bazar Patrika (P) Ltd
Editor-in-Chief	: Aveek Sarkar

Originally published from Kolkata, the newspaper has become the leading English language daily in eastern and north-eastern India. Its sister publications include Ananda Bazar Patrika, the leading Bengali language daily newspaper.

Deccan Chronicle

Published	: Daily, since 1938
Language	: English
Circulation	: 277,900
Market	: Andhra Pradesh
Address	: 36, Sarojini Devi Road, Secunderabad 500002
Telephone/ Fax	: +91 40 27 80 53 92/ +91 40 27 80 52 56 (Editorial), +91 40 27 80 38 70
E-mail	: advt@deccan.com
Website	: http://www.deccan.com , http://www.deccanchronicle.com
Editor-in-Chief	: M.J. Akbar
Editor	: A.T. Jayanti

MAJOR MEDIA — Print**Deccan Herald**

Published	: Daily, since 1948
Language	: English
Circulation	: 149,650
Market	: South India
Address	: 75 Mahatma Gandhi Road, Bangalore 560074
Telephone/ Fax	: +91 80 58 80 000/ +91 80 58 80 118
E-mail	: editor@deccanherald.co.in
Website	: http://www.deccanherald.com
Editor	: K. N. Shanth Kumar
Proprietor	: The Printers (Mysore) Private Ltd

Hindi and Regional Language newspapers:

With its vast cultural diversity, India has a number of major newspapers in Hindi and other regional languages. Their readership far exceeds that of English newspapers. Quite a few have now become multi-edition newspapers, extending their reach far beyond their original headquarters.

Dainik Bhaskar

Published	: Daily, since 1958
Language	: Hindi
Market	: Central India
Address	: 6, Press Complex, Dwarka Sadan, MP Nagar, Bhopal
Telephone/ Fax	: +91 755 25 51 601, +91 755 52 01 000 / +91 755 52 70 466, +91 52 70 333
E-mail	: abbpl@mp.bhaskar.com
Website	: http://www.bhaskar.com
Editor-in-Chief	: N.K. Singh

Starting from Bhopal in 1958, Dainik Bhaskar is growing fast with editions from Indore, Gwalior, Raipur, Bilaspur, Jhansi, Chandigarh, Panipat, Hissar, Faridabad, Jaipur, Jodhpur, Udaipur, Ajmer, Kota, Bikaner, and Sriganaganagar. With a combined circulation of 1,684,000, it is today the largest circulating daily in India. It has recently launched a Gujarati language edition, Divya Bhaskar, from Ahmedabad.

INDIA

Hindi and Regional Language newspapers:

Aaj

Published	: Daily, since 1920
Language	: Hindi
Market	: UP, Bihar, Jharkhand
Advertising rate	: Display (/ col. cm), all editions
Weekdays	: INR 2,170.00 (b/w), +100% (colour)
Weekend	: INR 3,250.00 (b/w), +100% (colour)
Address	: Aj Bhawan, Sant Kabir Road, Varanasi 221001
Telephone/ Fax	: +91 542 23 93 981/ +91 542 23 93 990
E-mail	: ajvaranasi@yahoo.com
Publisher	: Jnanmandal Ltd
Editor-in-Chief	: Shardul Vikram Gupta

Hindustan

Published	: Daily, since 1936
Language	: Hindi
Circulation	: 151,874
Market	: North India
Address	: The Hindustan Times House, 18/ 20 Kasturba Gandhi Marg, New Delhi 110001
Telephone/ Fax	: +91 11 23 36 12 34/ +91 11 23 70 46 00
Publisher	: HT Media Ltd
Editor-in-Chief	: Mrinal Pande
Exec. President	: Rajan Kohli

A publication of the Hindustan Times group, Hindustan started publishing from New Delhi but now has editions from Patna, Lucknow, and Ranchi.

INDIA

Hindi and Regional Language newspapers:

Navbharat Times

Published	: Daily, since 1950
Language	: Hindi
Circulation	: 274,354 (New Delhi); 154,602 (Mumbai)
Market	: North India
Address	: Head Office: The Times of India Building, Dr. D.N. Road, Mumbai 400001 New Delhi Office: 7 Bahadurshah Zafar Marg, New Delhi 110002
Telephone / Fax	: +91 22 56 35 535 (Mumbai), +91 11 23 30 200 (New Delhi) / +91 22 22 73 16 80 (Mumbai), +91 11 23 71 58 34 (New Delhi)

Dainik Jagran

Published	: Daily, since 1947
Language	: Hindi
Market	: Uttar Pradesh, Delhi
Address	: 2, Sarvodaya Nagar, Kanpur 208005
Telephone/ Fax	: +91 512 22 16 161, -2/ +91 512 22 98 040
E-mail	: jbl@jagran.com
Website	: http://www.jagran.com
Publisher	: Jagran Prakashan Ltd
Editor-in-Chief	: Sanjay Gupta
Group Chairman	: Yogesh Mohan Gupta

Another successful Hindi newspaper that started modestly to grow into one of the largest circulating multi-edition Hindi dailies. It is presently published from Kanpur, Lucknow, Gorakhpur, Agra, Dehradun, Jhansi, Jalandhar, Patna, Allahabad, Bareilly, Moradabad, Bhopal, Meerut, Rewa, Varanasi, Hissar, Bhagalpur, Panipat, Dhanbad, Jamshedpur, and Ranchi.

INDIA

Hindi and Regional Language newspapers:

Amar Ujala

Published	: Daily, since 1948
Language	: Hindi
Circulation	: 151,977
Market	: Uttar Pradesh
Address	: Sikandra Road, Agra 282007
Telephone / Fax	: +91 562 26 01 600/ +91 562 22 60 181
E-mail	: amarujala@sancharnet.in
Website	: http://www.amarujala.com
Publisher	: Amar Ujala Publications (P) Ltd
Director	: Ajay Agarwal

Punjab Kesari

Published	: Daily, since 1965
Language	: Hindi
Circulation	: 478,748 (weekdays), 613,196 (Sundays)
Market	: Punjab, Haryana and parts of North India
Address	: Hind Samachar Building, Hind Samachar Street, Civil Lines, Jalandhar 1
Telephone/ Fax	: +91 181 22 80 104 / +91 181 22 80 111
E-mail	: punjksri@jla.vsul.net.in , advtkrsr@jla.vsnl.net.in
Publisher	: The Hind Samachar Ltd
Editor-in-Chief	: Vijay Kumar Gupta

Apart from Jalandhar, this Hindi daily from Punjab is being published from Ambala and Delhi.

Hindi and Regional Language newspapers:

Malayala Manorama

Published	: Daily, since 1888
Language	: Malayalam
Circulation	: 1,212,715
Market	: South India and outside
Address	: Manorama Building, P.B. No. 26, K.K. Road, Kottayam 686001
Telephone/ Fax	: +91 481 25 63 646, +91 481 25 63 656 / +91 481 25 62 479, +91 481 25 65 399
E-mail	: editor@malayalamanorama.com
Website	: http://www.manoramaonline.com
Proprietor	: Malayala Manorama Co Ltd
Editor-in-Chief	: K.M. Mathew

Founded by Kandathil Varghese Mappillai on March 14, 1888, Malayala Manorama is one of the largest circulating Indian language dailies, with editions in nine cities in Kerala, as well as Delhi, Mumbai, Bangalore, and Chennai. It also publishes several magazines including The Week, Vanitha and the Manorama Year Book in English and Hindi.

Mathrubhumi

Published	: Daily, since 1923
Language	: Malayalam
Circulation	: 827,631
Market	: South India
Address	: Post Box No. 46, K.P. Kozhikode 673001
Telephone/ Fax	: +91 495 23 66 655/ +91 495 23 66 656
E-mail	: mmathrclt@md2.vsnl.net.in
Website	: http://www.mathrubhumi.com
Editor-in-Chief	: K. Gopalakrishnan
General Manager	: M.V. Gopalakrishnan

INDIA

Hindi and Regional Language newspapers:

Deshabhimani

Published	: Daily, since 1946
Language	: Malayalam
Circulation	: 202,302
Market	: South India
Address	: Deshabhimani Daily, Deshabhimani Road, Kochi 682017
Telephone / Fax	: +91 484 25 30 739, +91 484 25 30 091 / +91 484 25 30 006
E-mail	: desh@md2.vsnl.net.in
Website	: http://www.deshabhimani.com
Proprietor	: CPI (M) Kerala State Committee
Editor-in-Chief	: V.S. Achyutanandan

Thanthi

Published	: Daily, since 1942
Language	: Tamil
Circulation	: 662,258
Market	: South India
Address	: New No. 86 (Old No. 46), E.V.K. Sampath Road, Chennai 600007
Telephone/ Fax	: +91 44 25 38 77 31/ +91 44 25 38 17 20
E-mail	: advt@dt.co.in
Website	: http://www.decilythanthi.com
Ownership	: Thanthi Trust
Publisher & Editor	: V. Sunderason

It is the largest circulating Tamil daily, with editions from Chennai, Madurai, Dindigul, Tiruchi, Tanjore, Coimbatore, Erode, Salem, Tirunelveli, Nagercoil, Vellore, Cuddalore, Pondicherry and Bangalore.

INDIA

Hindi and Regional Language newspapers:

Ananda Bazar Patrika

Published	: Daily, since 1922
Language	: Bengali
Circulation	: 882,533
Market	: Eastern and North-Eastern India
Address	: 6, Prafulla Sarkar Street, Kolkata 700001
Telephone/ Fax	: +91 33 22 21 66 000, -14/ +91 33 22 25 32 40
E-mail	: datlan@cal.vsnl.net.in
Website	: http://www.anandabazar.com
Publisher	: Anand Bazar Patrika (Pvt) Ltd
Editor-in-Chief	: Aveek Sarkar

This is the largest circulating and most authoritative Bengali newspaper.

Aaa Kaal

Published	: Daily, since 1981
Language	: Bengali
Circulation	: 151,977
Market	: West Bengal, Orissa, Bihar
Advertising rate	: Display (/ col. cm)
Weekdays	: INR 360.00 (b/w), INR 600.00 (colour)
Weekend	: additional 25%
Address	: 96 Raja Ram Mohan Sarani, Kolkata 700009
Telephone / Fax	: +91 33 23 50 98 03/ +91 33 23 50 08 77
E-mail	: aajkaal@cal.vsnk.net.in
Website	: http://www.aajkaal.net
Publisher	: Aajkaal Publishers Ltd

Hindi and Regional Language newspapers:**Bartaman**

Published	: Daily, since 1984
Language	: Bengali
Circulation	: 463,674
Market	: Eastern India
Address	: 76 A, A.J.C. Bose Road, Kolkata 700014
Telephone / Fax	: +91 33 22 44 39 07/ +91 33 22 45 33 32
E-mail	: bartaman@satyam.net.in
Printer & Publisher	: Ashok Bose
Editor-in-Chief	: Barun Sengupta

Asomiya Pratidin

Published	: Daily, since 1995
Language	: Assamese
Circulation	: 103,826
Market	: Assam
Address	: Maniram Dewan Road, Voltas Lane, Guwahati 791003
Telephone/ Fax	: +91 361 26 64 595, +91 361 26 60 420 / +91 361 26 66 377
E-mail	: prrotidiinadv@vsnl.net
Website	: http://www.ppraidinassam.com
Publisher	: Jatin Chowdhury
Editor-in-Chief	: Haider Hussain

Eenadu

Published	: Daily, since 1974
Language	: Telugu
Circulation	: 911,966
Market	: South India
Address	: Eenadu Complex, Somajiguda, Hyderabad 500082
Telephone/ Fax	: +91 40 23 31 81 81/ +91 40 23 31 855
E-mail	: ivenkat@eenadu.net
Ownership	: Ushodaya Enterprises Ltd
Editor-in-Chief	: Ramoji Rao
Managing Director	: Ch. Kiran

INDIA

Hindi and Regional Language newspapers:

Andhra Jyothi

Published	: Daily, since 1961
Language	: Telugu
Circulation	: 290,274
Market	: South India
Address	: Andhra Jyothi Buildings, Road No. 8, Banjara Hills, Hyderabad 500034
Telephone / Fax	: +91 40 23 35 35 42, -43/ +91 40 23 35 44 38
E-mail	: krpreddy@andhrajyothi.com
Website	: http://www.andhrajyothi.com
Ownership	: Aamoda Publications Pvt Ltd
Editor-in-Chief	: K. Ramachandra Murthy

Andhra Prabha

Published	: Daily, since 1938
Language	: Telugu
Circulation	: 222,630
Market	: South India
Address	: H. No. 6-3-4, Prem Nagar, near Road No. 1, Banjara Hills, Hyderabad 500034
Telephone / Fax	: +91 40 23 32 05 18, -19/ +91 40 23 32 64 78
E-mail	: vcommunications@rediffmail.com
Executive Director	: M. Goutam
Editor-in-Chief	: A.B.K. Prasad

Gujarat Samachar

Published	: Daily, since 1932
Language	: Gujarati
Circulation	: 1,047,521
Market	: Western India
Address	: Gujarat Samachar Bhawan, Khanpur, Ahmedabad 380001
Telephone/ Fax	: +91 79 55 08 001 to -5/ +91 79 55 02 000
E-mail	: editor@guratsamachar.com , advertuse@gujaratsaamachar.com
Publisher	: Lok Prakashan Ltd

INDIA

MAJOR MEDIA — News Magazines

India Today

Published	: Weekly, since 1975
Language	: English
Circulation	: 465,638
Market	: India and abroad
Advertising rate	: INR 1,130,000.00/ back cover, colour, INR 960,000.00/ inside covers, colour, INR 565,000.00/ page, colour
Address	: Malayala Manorama, P.B No.26, Kottayam 686 001, Kerala
Website	: http://www.manoramaonline.com
Ownership	: The Living Media Ltd
Proprietor	: Malayala Manorama Co Ltd
Editor-in-Chief	: Mammen Mathew

Outlook

Published	: Weekly, since 1995
Language	: English
Circulation	: 256,257
Market	: India and abroad
Advertising rate	: INR 620,000.00/ back cover, INR 425,000.00/ inside covers, INR 340,000.00/ page
Address	: AB-10, Safdarjung Enclave, New Delhi 1100029
Telephone / Fax	: +91 11 26 19 14 21/ +91 11 26 19 14 20
E-mail	: outlook@outlookindia.com
Website	: http://www.outlookindia.com
Ownership	: Outlook Publishing (India) Pvt Ltd
Editor-in-Chief	: Vinod Mehta

INDIA

MAJOR MEDIA — News Magazines

Frontline

Published	: Fortnightly, since 1984
Language	: English
Circulation	: 60,744
Market	: India and abroad
Advertising rate	: INR 83,000.00/ back cover, INR 80,000.00/ inside covers, INR 70 to 77,000.00/ page
Address	: Kasturi Building, 859 & 860, Anna Salai, Chennai 600002
Telephone/ Fax	: Head Office: +91 44 28 41 33 44, New Delhi: +91 11 23 32 00 54/ +91 44 28 41 53 25 (Editorial), +91 44 28 41 62 90 (Advertising)
Website	: http://www.flonnet.com
Editor-in-Chief	: N. Ram

It is a magazine, owned by the Hindu group of newspapers, devoted to in-depth analysis of current affairs.

Business India

Published	: Fortnightly, since 1978
Language	: English
Circulation	: 79,054
Market	: Nationwide
Advertising rate	: INR 350,000.00/ cover, colour, INR 260,000.00/ inside front cover, INR 254,000.00/ back cover, INR 193,000.00/ page
Address	: Nirmal Building, 14th Floor, Nariman Point, Mumbai 400021
Telephone/ Fax	: +91 22 22 88 39 38, -42/ +91 22 22 88 39 40
E-mail	: bipladvtg.mumbai@businessindiagroup.com
Publisher	: Ashok H. Advani
Executive Director	: Atul Deshmukh

INDIA

MAJOR MEDIA — News Magazines

Business Today

Published	: Fortnightly, since 1992
Language	: English
Circulation	: 124,647
Market	: Nationwide
Advertising rate	: INR 550,000.00/ back cover, INR 425,000.00/ inside covers, INR 270,000.00/ page
Address	: F-14/15, Connaught Circus, New Delhi 11
Telephone/ Fax	: +91 11 23 31 58 01 to -4/ +91 11 23 31 61 80
E-mail	: aroon@india-today.com
Website	: http://www.businesstoday.com
Chief Executive	: Aroon Purie

Vidura

Published	: Quarterly, since 1964
Language	: English/ Hindi
Market	: Educationists, media persons and policy makers
Address	: The Press Institute of India, Sapru House Annexe, Barakhamba Road, New Delhi 110001
Telephone/ Fax	: +91 11 23 31 10 07, +91 11 23 31 80 66/ +91 11 23 31 19 75
E-mail	: pji@ndf.vsnl.net.in
Publisher	: The Press Institute of India
Editor-in-Chief	: Arun Chacko

INDIA

MAJOR MEDIA — Television and Radio

Sound broadcasting started in India in 1927 with the proliferation of private radio clubs. The operations of All India Radio (AIR) began formally in 1936 as a government organization. When television came to India it was under the AIR until a separate department of Doordarshan was formed for telecasting services in 1959.

All India Radio

On air since	: 1927
Language	: Hindi, English, Indian regional languages
Prime time	: 7.00pm – 10.00pm
Market	: India and abroad
Address	: Akashwani Bhawan, Sansad Marg, New Delhi 1100001
Telephone/ Fax	: +91 11 23 42 10 06, +91 11 23 71 03 00/ +91-11-23 42 19 56
E-mail	: dgair@air.org.in
Director General	: Brijeshwar Singh

The AIR today has a network of 214 broadcasting centres (143 MW, 54 SW and 139 FM transmitters) and covers 91.37 per cent area of India. Its external services cover 27 (17 national, ten foreign) languages.

MAJOR MEDIA — Television and Radio**Doordarshan**

On air since	: 1959
Language	: Hindi, English, Indian regional languages
Prime time	: 7.00pm – 10.00pm
Market	: Nationwide
Address	: Sansad Marg, New Delhi 110001
Telephone/ Fax	: +91 11 23 38 60 55, +91 11 23 73 76 03 / +91 11 23 38 58 43, +91 11 23 35 25 49
Ownership	: Government of India
Chief Executive Officer	: K.S. Sarma

The government owned television station is India's only terrestrial network and one of the largest in the world. Presently it has four national channels (DD-1 National, DD-News, DD-Sports and DD-Bharati). It has 20 other channels in Hindi and other Indian languages telecast from stations located around the country. DD-News, launched this year, is a 24-hour news channel. DD-1 has a 30 per cent news and current affairs component. News and Current affairs also forms part of its international channel - DD-India.

DD-News

On air since	: 2004
Language	: Hindi
Market	: Nationwide
Satellites	: NSS 6, Insat 2E, Insat 3C, PAS 10
Address	: Mandi House, New Delhi 110001
Telephone / Fax	: +91 11 23 38 20 94/ +91 11 23 38 65 07
E-mail	: info@ddindia.com, feedback@ddindia.com
Website	: http://www.ddinews.com

INDIA

MAJOR MEDIA — Satellite News Channels

DD-India

On air since	: 2004
Language	: English
Market	: International
Satellites	: NSS 6, PAS 10, PAS 9
Address	: Mandi House, New Delhi 110001
Telephone / Fax	: +91 11 23 38 20 94/ +91 11 23 38 65 07
E-mail	: info@ddindia.com, feedback@ddindia.com
Website	: http://www.ddinews.com

BBC World India

Language	: English
Market	: India and abroad
Satellites	: NSS 6, NSS 6 (DISH TV), PAS 10, Eurasiasat 1, Arabsat 2D, Nilesat 101
Address	: 518 - 522, World Trade Centre, Babar Road, New Delhi 110 001
Telephone/ Fax	: +91 11 23 41 26 72, +91 11 23 41 26 73 / +91 11 23 41 30 78
E-mail	: bbcworld@bbc.co.uk , worldwidetv.letters@bbc.co.uk
Website	: http://www.bbcworld.com

In addition to hourly news bulletins and other international programmes, the channel has India-focused political debate, in-depth business analysis, and other programmes specifically for Indian viewers.

MAJOR MEDIA — Satellite News Channels**Aaj Tak**

On air since	: 2000
Language	: Hindi
Market	: Nationwide
Satellites	: NSS 6 (DISH TV), Insat 2E
Address	: 8th Floor, Videocon Tower E-1, Jhandewalan Extension, New Delhi 110 055
Telephone/ Fax	: +91 11 23 68 48 88, -78/ +91 11 23 68 48 95
E-mail	: aajtak@india-today.com, amitabh.srivastava@aajtak.com
Website	: http://www.aajtak.com
Ownership	: TV Today Network
Chief Executive	: Aroon Purie

Headlines Today

On air since	: 2004
Language	: English
Market	: Nationwide
Satellites	: NSS 6 (DISH TV), Insat 2E
Address	: 8th Floor, Videocon Tower E-1, Jhandewalan Extension, New Delhi 110 055
Telephone/ Fax	: +91 11 23 68 48 88, -78/ +91 11 23 68 48 95
E-mail	: aajtak@india-today.com, amitabh.srivastava@aajtak.com
Website	: http://www.aajtak.com
Ownership	: TV Today Network
Chief Executive	: Aroon Purie

The 24-hour Hindi news channel was launched by the India Today Group in December 2000 followed the popularity of the regular daily programme Aaj Tak, produced by the TV Today Network for telecast by Doordarshan on its terrestrial National Channel since 1995. The group launched its 24-hour English channel this year.

MAJOR MEDIA — Satellite News Channels

Zee News

On air since	: 2000
Language	: Hindi
Market	: India and diaspora
Satellites	: AsiaSat 3S (Zee Telefilms HITS),NSS 6 (DISH TV), Nilesat 101 (ADD)
Address	: Chintamani Plaza, 3rd Floor, Off Andheri Kurla Road, Chakala, Andheri (East), Mumbai 400 099
Telephone/ Fax	: +91 22 56 97 12 34, +91 22 56 97 24 19 / +91 22 28 37 07 00, +91 22 24 96 24 13
E-mail	: zeetvnews@hotmail.com, zeenews@zeenetwork.com
Website	: http://www.zeetvnews.com
Ownership	: Zee Telefilms Ltd

Zee Telefilms Limited is a vertically integrated Indian media and entertainment company. It claims to be the largest producer and aggregator of Hindi programming in the world, with more than 30,000 hours of original programming. Currently Zee distributes Zee TV International, Zee News, Zee Cinema and Zee Music in the Middle East through DTH (on ADD's Pehla platform) and through Cable (on E Vision & BRTC's networks).

Star News

On air since	: 1998
Language	: Hindi
Prime time	: 7.00pm – 10.00pm
Market	: India
Satellites	: AsiaSat 3S (STAR TV), Thaicom 3, Intelsat 906, Nilesat 101(ADD), Galaxy 3C (DirecTV USA)
Address	: 205-206 Okhla Industrial Estate, Phase-III, New Delhi 110020
Telephone/ Fax	: +91 11 631 99 50/ +91 11 631 72 23
E-mail	: info@startv.com , webmaster@startv.com
Website	: http://www.starnews.india.com
Ownership	: Star India Ltd
Chief Executive	: Peter Mukherjea

Rupert Murdoch-controlled Star TV entered the Indian market in 1998. In addition to Star News, it operates five other channels including Star Plus, Star Gold, Star Movies, and Star Sports. Star News offers a 24-hour Hindi news service that can reach viewers all over the country, as well as Europe, the Middle East, the Philippines, and Thailand.

INDIA

MAJOR MEDIA — Satellite News Channels

NDTV

On air since	: 2003
Language	: Hindi
Market	: India and abroad
Satellites	: AsiaStar, NSS 6 (DISH TV), PAS 7 (Multichoice South Africa), PAS 10, Hot Bird 4, Nilesat 101 (ADD)
Address	: Archana Complex, Greater Kailash 1, New Delhi 110 048
Telephone	: +91 11 26 21 86 21
E-mail	: feedback@ndtv.com
Website	: http://www.ndtv.com
Chief Executive	: Prannoy Roy

NDTV 24x7

On Air since	: 2003
Language	: English
Market	: India and abroad
Satellites	: AsiaStar, NSS 6 (DISH TV), PAS 10, Nilesat 102 (ADD)
Address	: Archana Complex, Greater Kailash 1, New Delhi 110 048
Telephone	: +91 11 26 21 86 21
E-mail	: feedback@ndtv.com
Website	: http://www.ndtv.com
Chief Executive	: Prannoy Roy

India-based NDTV provided news content to the star group until April 2003 when it decided to break away and launch its own 24-hour Hindi and English news channels.

Sahara Samay National

On air since	: 2003
Language	: Hindi
Market	: Nationwide
Satellites	: AsiaSat 3S, NSS 6 (DISH TV)
Address	: Sahara India Point 40-44, Swami Vivekanand Road, Goregaon West, Mumbai 400 104
Telephone / Fax	: +91 22 56 98 11 11, +91 28 73 88 25/ +91 22 28 73 88 24
E-mail	: info@sahasasamay.com , saharatv@bol.net.in
Website	: http://www.sahasasamay.com
Ownership	: Sahara India Ltd

MAJOR MEDIA — Satellite News Channels**Sahara Samay Uttar Pradesh**

On air since	: 2003
Language	: Hindi
Market	: Uttar Pradesh
Satellite	: AsiaSat 3S
Address	: Sahara India Tower, 7, Kapoorthala Complex, Aliganj, Lucknow 226 024
Telephone/ Fax	: +91 522 237 63 56/ +91 522 237 03 36
E-mail	: info@sahasasamay.com, saharatv@bol.net.in
Website	: http://www.sahasasamay.com

ETV 2 Eenadu TV

On air since	: 2004
Language	: Telugu
Market	: Telugu speaking population (India and abroad)
Satellites	: NSS 6 (DISH TV), Insat 2E
Address	: Block A, 3rd Floor, Shantisikhara Complex, Raj Bhavan Road, Somajiguda, Hyderabad 500 082
Telephone/ Fax	: +91 40 23 39 72 42, +91 40 23 31 55 28/ +91 40 23 32 18 54, +91 40 23 31 33 23
E-mail	: marketing@eenadutelevision.com
Website	: http://www.etv2.net

The publishers of popular Telugu daily Eenadu in Andhra Pradesh first launched ETV Telugu in 1985. The network has now expanded to eleven more provincial channels including ETV Bangla, ETV Marathi, ETV Kannada, and ETV Urdu. In January 2002, the group simultaneously added six new channels: ETV Uttar Pradesh, ETV Madhya Pradesh, ETV Bihar, ETV Rajasthan, ETV Gujarat, and ETV Oriya.

INDIA

MAJOR MEDIA — Satellite News Channels

Asianet Global

On air since	: 2001
Language	: Malayalam
Market	: Nationwide
Satellites	: Insat 2E, Nilesat 101 (ADD)
Address	: Gorky Bhavanam, Van Ross Junction, University P.O., Thiruvananthapuram 695 034
Telephone/ Fax	: +91 471 233 89 81/ +91 471 233 89 94, +91 471 233 89 70
E-mail	: web@asianeetglobal.com, asianet@md2.vsnl.net.in, asianet@bom5.vsnl.net.in
Website	: http://www.asianetglobal.com
Managing Director	: M.K. Madhavan

The 24-hour news and current affairs channel was launched by ASIANET Communications Ltd after the popularity of its Malayalam entertainment channel.

SUN TV

Language	: Tamil
Market	: Tamil speaking population in India and abroad
Satellites	: Optus B3, NSS 6, PAS 7 (Multichoice South Africa), NSS 703, Hot Bird 4, EchoStar 3 (DISH Network), EchoStar 9/ Intelsat Americas 13 (DISH Network), EchoStar 1 (DISH Network)
Address	: 365 & 367, Anna Salai, Teynampet, Chennai 600 018
Telephone/ Fax	: +91 44 24 31 81 81, +91 44 24 32 51 51/ +91 44 24 34 27 29, +91 44 24 34 68 14
E-mail	: suntv@sunnetwork.org /suntv
Website	: http://www.sunnetwork.org/suntv
Ownership	: Sun Network Ltd

India's first channel for Tamil speakers across the globe, Sun TV telecasts the top 100 programmes in TRPs in Tamil Nadu.

OTHER MEDIA — Online Media:

The information revolution has led to the growth of numerous online newspapers and news portals in India over the last five years. Government departments have also set up their own websites. While most important newspapers have started online versions, some news portals are vying with the print media in professionalism and investigative vigour.

MAJOR MEDIA — Satellite News Channels

Indiainfo.com

Published since	: 1993
Language	: English
Address	: Shanthishree Industrial Complex, 17/1, Rupena Agrahara, Hosur Road, Bangalore 560 068
Telephone/ Fax	: +91 80 25 73 49 60 to -2/ +91 80 25 73 52 90
Website	: http://www.indiainfo.com
Ownership	: Indiainfo.com Ltd

Rediff.com

Language	: English
Address	: Mahalaxmi Engineering Estate, L.J. Road 1, Mahim (West), Mumbai 400 016
Telephone/ Fax	: +91 22 24 44 91 44/ +91 22 24 45 53 46
Website	: http://www.rediff.com
Ownership	: rediff.com India Ltd

This is a comprehensive news and analysis portal, constantly updating its viewers about happenings in India through a network of correspondents and experts.

Indiastat.com

Language	: English
Address	: D-42, 2nd Floor, NDSE-11, New Delhi 110049
Telephone/ Fax	: +91 11 51 64 38 05, -6/ +91 11 26 25 31 69, +91 11 26 25 41 90
Website	: http://www.indiasat.com
Ownership	: Datanet India Pvt Ltd

Provides a depth of India-specific socio-economic statistical facts and figures culled from various authentic secondary sources. Over half-a-million pages of statistical data have been qualitatively analysed, condensed, and presented in a user-friendly format. This can be accessed within three or four clicks, and downloaded in MS-Excel/HTML formats. It is a paid site accessible only to registered members

INDIA

MAJOR MEDIA — Satellite News Channels

Indiatimes

Language	: English
Address	: The Times of India Building, Dr. D.N. Road, Mumbai 400001
Telephone/ Fax	: +91 22 56 35 535/ +91 22 22 73 16 80
Website	: http://www.indiatimes.com
Ownership	: Bennet Coleman & Co Ltd

An India-specific portal from the Times of India group, it is also a gateway to all the group's publications.

Sify.com

Address	: 2nd Floor, Tidel Park, No.4, Canal Bank Road, Taramani, Chennai 600 113
Telephone/ Fax	: +91 44 22 54 07 70 77/ +91 44 22 54 07 71
Website	: http://www.sify.com
Ownership	: Sify Ltd

Sify was the first the first private ISP to operate when the new ISP policy was announced in India in 1998. It was also the first to offer internet telephony in April 2002.

INDONESIA



With a population of more than 220 million spread over five big islands and 32 provinces, Indonesia provides a huge potential market for the media industry. The new government, which was elected in 2004 through the most democratic elections held in Indonesia, has generated hope that Indonesia's economic development will be more intensive in the coming years and will positively influence the economy in the South-East Asia region.



The Indonesian media industry has grown in the last six years. The process started when General Soeharto, an authoritarian leader who ran the country for more than three decades, stepped down in May 1998, following a big student protest in the capital city, Jakarta. Before Soeharto stepped down, the media industry was under heavy state control. The Department of Information, which was led by a ruling

INDONESIA

party (Golkar) chairman Harmoko, kept it on a short leash.

According to Department of Information data, Indonesia had no more than 300 publications all across the country in 1997. Every publishing company was required to have a publication license before it could start a publication. The state could thus easily influence the media content and control who could and couldn't bring out publications. Many kinds of harassment were reported in the form of censorship, revocation of licenses and permits, and jailing of journalists critical to the regime.

The only television station, state-run TVRI, enjoyed a monopoly position since the mid-1960s until the end of 1980s. It was only after Soeharto's son introduced the first private television that the television business in this large media market started growing. In 1989 the Rajawali Citra Televisi Indonesia (RCTI) became the first private television to operate in the country. It was owned by Soeharto's first son Bambang Triatmojo and was initially aired in limited areas in Jakarta. This was the first time Indonesian viewers had access to a news source other than the development-communication-type of news from TVRI. Over the next four years another four private stations (SCTV, TPI, ANTV, and Indosiar) continued to explore the country with their television programs.

After the fall of Soeharto, the media industry found its honeymoon period when the state started relaxing its control over the media. The Ministry of Information during the transitional period under Yunus Yosfiah - a former special army man - gave the media some freedom. He restrained the policy of revoking publication permits and acknowledged various groups of journalists. This broke the monopoly of

PWI (Indonesian Press Association), a state-sponsored journalists association during the Soeharto regime. The process of liberalisation naturally extended to the television industries and over a short period another five private stations (Trans TV, Metro TV, TV7, Global TV, and Lativi) were launched.

A new press law was declared in late 1999, creating the independent Press Council. In 2002 a new broadcasting law was introduced and in mid 2004 the government set up a Broadcasting Commission to rule the broadcasting industry. The Commission will produce a code of ethics and broadcasting practices.

According to Department of Information data, Indonesia had no more than 300 publications all across the country in 1997. Every publishing company was required to have a publication license before it could start a publication.

The increase in the number of print media has been amazing, quadrupling to 1,200 in 1998-1999, immediately after the Soeharto era ended. Today, at approximately 500 (according to a recent survey by the Indonesia Press Council), the number is still significantly higher than it was during the Soeharto era.

Some media giants like the Kompas Gramedia Group, the Jawa Pos Group, the Femina Group, and the MRA Group control a large chunk of the Indonesian media market.

INDONESIA

The Kompas Gramedia Group is the leader in the print media market, having 14 newspapers, 35 periodicals, six publishing companies, one radio station, and one television station (TV7). Its forefront daily newspaper, the Kompas, is circulated all across the country to more than 500,000 households. In some regions, Kompas has local supplements to give more local news to their readers.

The Jawa Pos Group is located in Surabaya, East Java, and controls the print media industry in a number of big and small cities in 32 provinces of the country. It owns 81 newspapers, 23 weeklies, and three television stations in Surabaya, Pekanbaru, and Batam. It is the fastest growing media group in Indonesia and its leader, Dahlan Iskan, has been acknowledged as one of the best Indonesian CEOs in 2000.

The Femina Group is a media group focusing on women readers as its target. The leader of the group, Femina magazine, has been published for the last 30 years, and in mid 1980s, the group started establishing other magazines for different target groups.

The MRA Group is one media group that started to grow during the media freedom period in 1998. In a short time, the group has come to own five magazines and nine radio stations. The MRA has focused on franchise media like the Indonesian edition of Cosmopolitan, Harper's Bazaar, MTV Trax, and FHM magazines. The group targets young middle class readers and combines its publication activities with outdoor activities in fancy cafés in big cities like Jakarta, Bandung, and Surabaya.

MAJOR MEDIA — Print

Kompas

Published	: Daily
Language	: Indonesia
Circulation	: 509,000
Average Pages	: 48
Advertising rate	: Rp. 40,000.00 – Rp. 60,000.00/ col. mm
Address	: Jl. Palmerah Selatan 26-28, Central Jakarta, Jakarta 10270
Telephone / Fax	: +62 21 534 77 10, -20/ +62 21 548 60 86
E-Mail	: kompas@kompas.com
Website	: http://www.kompas.com
Publisher	: PT Kompas Media Nusantara
Editor-in-Chief	: Suryoprato

INDONESIA

MAJOR MEDIA — Print

Jawa Pos

Published	: Daily
Language	: Indonesia
Circulation	: 433,383
Average Pages	: 32
Advertising rate	: Rp. 20,000.00 – Rp. 130,000.00/ col. mm (including colour advertisement)
Address	: Jl. Ahmad Yani no.88, Gedung Graha Pena, Surabaya, East Java
Telephone/ Fax	: +62 31 828 33 33/ +62 31 828 55 55
E-Mail	: editor@jawapos.co.id
Website	: http://www.jawapos.co.id
Publisher	: PT Jawa Pos
Editor-in-Chief	: Arief Afandi

Republika

Published	: Daily
Language	: Indonesia
Circulation	: 200,000
Average Pages	: 24
Advertising rate	: Rp. 14,000.00 – Rp. 40,000.00/ col. mm
Address	: Jl. Warung Buncit Raya no.37, South Jakarta
Telephone / Fax	: +62 21 780 37 47/ +62 21 79 19 84 42 (Editorial Dept.), +62 21 794 46 93 (Commercial Dept.)
E-Mail	: sekretariat@republika.co.id
Website	: http://www.republika.co.id
Publisher	: PT Republika Media Mandiri
Editor-in-Chief	: Asro Kamal Rokan

INDONESIA

MAJOR MEDIA — Print

Media Indonesia

Published	: Daily
Language	: Indonesia
Circulation	: 200,000
Average Pages	: 24
Advertising rate	: Rp. 14,000.00 – Rp. 58,000.00/ col. mm
Address	: Kompleks Delta Kedoya, Jl. Pilar Raya Kav A-D, Kedoya Selatan, Kebon Jeruk, West Jakarta
Telephone / Fax	: +62 21 581 20 88/ +62 21 581 21 02, +62 21 581 21 05
E-Mail	: redaksi@mediaindonesia.co.id
Website	: http://www.mediaindo.co.id
Publisher	: PT Citra Media Nusa Purnama
Editor-in-Chief	: Andi F. Noya

SUARA PEMBARUAN

Published	: Daily
Language	: Indonesia
Circulation	: 200,000
Average Pages	: 24
Advertising rate	: Rp. 13,000.00 – Rp. 50,000.00/ col. mm
Address	: Jl. Dewi Sartika 136D, East Jakarta 13630
Telephone/ Fax	: +62 21 801 40 77/ +62 21 800 72 62, +62 21 801 61 31
E-Mail	: koransp@suarapembaruan.com
Website	: http://www.suarapembaruan.com
Publisher	: PT Media Interaksi Utama
Editor-in-Chief	: Willy Hangguman

INDONESIA

MAJOR MEDIA — Print

Jakarta Post

Published	: Daily
Language	: English
Circulation	: 100,000
Average Pages	: 20
Advertising rate	: Rp. 40,000.00 – Rp. 60,000.00/ col. mm
Address	: Jl. Palmerah Selatan 15, Jakarta Pusat 10270
Telephone/ Fax	: +62 21 530 04 76, +62 21 530 04 78 / +62 21 549 26 85
E-Mail	: editorial@thejakartapost.com
Website	: http://www.thejakartapost.com
Publisher	: PT Bina Media Tenggara
Editor-in-Chief	: Endy M. Bayuni

Indonesia Shang Bao

Published	: Daily
Language	: Chinese
Circulation	: 7,500
Average Pages	: 12
Advertising rate	: Rp. 10,000.00 – Rp. 23,000.00/ col mm
Address	: Wisma Bisnis Indonesia 10th Floor, Jl. S. Parman Kav.12 13, Slipi, Jakarta 11480
Telephone / Fax	: +62 21 532 54 51 53, +62 21 532 96 44 / +62 21 532 54 55
E-Mail	: indshangbao@shangbao.co.id
Publisher	: PT Aksara Warta Mandarin, under Bisnis Indonesia Group
Editor-in-Chief	: Cyrilius Kerong

INDONESIA

MAJOR MEDIA — Television and Radio

INDOSIAR

Language	: Indonesia
Market Share	: 23.8% (Nielsen Media Research)
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Jl. Damai 11, Daan Mogot, Jakarta 11510
Telephone / Fax	: +62 21 567 22 22, +62 21 568 88 88 / +62 21 565 5675, +62 21 565 56 59
E-Mail	: news@indosiar.com, market@indosiar.com
Website	: http://www.indosiar.com
Ownership	: PT Indosiar Visual Mandiri
Chief Operating Officer	: Handoko (General Manager)

RCTI

Language	: Indonesia
Market Share	: 17.7%
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm (Nielsen Media Research)
Address	: Jl. Raya Perjuangan Kebon Jeruk, Jakarta 11520
Telephone/ Fax	: +62 21 530 35 40, +62 21 530 35 50 / +62 21 549 38 52, +62 21 549 38 38
Website	: http://www.rcti.tv
Ownership	: PT Rajawali Citra Televisi Indonesia
Chief Operating Officer	: Harry Tanoesoedibjo (Director)

INDONESIA

MAJOR MEDIA — Television and Radio

SCTV

Language	: Indonesia
Market Share	: 16.6% (Nielsen Media Research)
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Graha SCTV Jl. Jend. Gatot Subroto Kav. 21, 3rd floor, Jakarta 12930
Telephone / Fax	: +62 21 522 55 55/ +62 21 522 47 77
Website	: http://www.sctv.co.id
Ownership	: PT Surya Citra Televisi Indonesia
Chief Operating Officer	: Wisnu Hadi (Managing Director)

TRANS TV

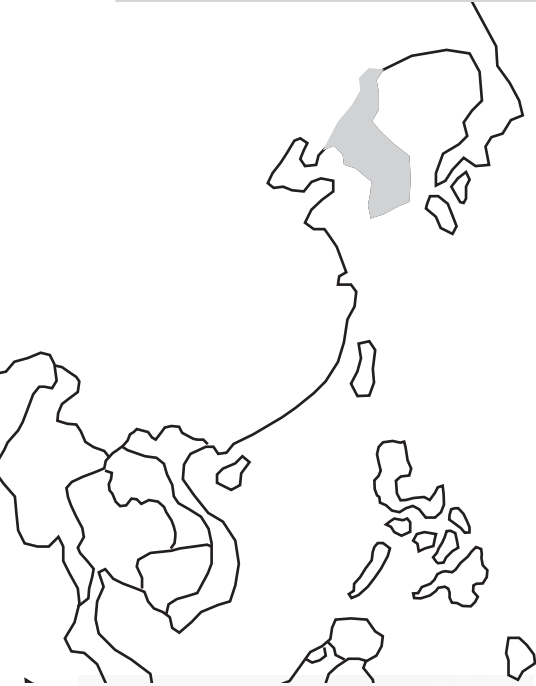
Language	: Indonesia
Market Share	: 12.5% (Nielsen Media Research)
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Jl. Kapten Tendean Kav 12-14A, Jakarta 12790
Telephone / Fax	: +62 21 794 42 40, +62 21 799 05 72 / +62 21 799 26 00
Website	: http://www.transtv.co.id
Ownership	: PT Paragroup
Chief Operating Officer	: Ishadi Sk. (President Director)

TPI

Language	: Indonesia
Market Share	: 10.9% (Nielsen Media Research)
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Jl. Pintu II Taman Mini Indonesia Indah (TMII), Jakarta 13810
Telephone / Fax	: +62 21 841 24 73/ +62 21 841 15 48
Website	: http://www.tpi.co.id
Ownership	: PT Televisi Pendidikan Indonesia
Chief Operating Officer	: Hidayat Chandradjaja (Managing Director)



KOREA



Modern Korean journalism began with the opening of Korea in 1876. The press had a strong reformist and nationalistic flavour from the beginning, but faced political control or outright censorship during most of the twentieth century. Long after the lifting of martial law in 1987, this tussle continues.

The last trimester of 2004 found the political elite - as well as the media and other articulate elements of the civil society - in a bitter debate over 'press reforms'. In October, President Roh Moo-hyun's ruling Uri party proposed a set of bills that sought to check monopolisation of the print media through circulation control mechanisms, and bar print media barons' entry into broadcasting.

The conservative establishment press immediately cried foul. Supporting them, the opposition Grand National Party (GNP) came out with its own media reform bill in November "to allow maximum press freedom with minimum regulations". This



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counter bill imposed no circulation controls except in the case of a merger or acquisition. It allowed newspaper companies with less than 20 per cent market share to own and run a broadcasting company, as long as the newspaper's stock ownership of the broadcasting company was less than ten per cent of the total.

The debate has been raging since former President Kim Dae-jung's call for a change in the media during his New Year announcements in 2001. The pro-reform group wants changes in the establishment press that has kept its monopolistic or oligarchic advantages secured under Japanese colonial and subsequent military rulers.

The ruling Uri Party and liberal sections of the media and civil society support the reforms. But the conservative GNP supports the newspaper magnates' view that such reforms would be tantamount to undercutting freedom of the press. What makes the controversy extraordinary is that it is focused on complex, accumulated structural contradictions deeply rooted in the country's history.

After the lifting of martial law in 1987, most discourse in the Korean media is comparatively free. Yet the National Security Law (NSL) allows the government to limit the expression, and broad interpretations of the NSL allow for restrictions of the peaceful expression of dissenting views.

Even though direct control has been abandoned, indirect influence continues to be exercised. Some government officials reportedly lobby journalists to discourage stories critical of policies or actions. Veiled threats of tax investigations against media

companies and pressures on advertisers are utilised to soften, if not stifle, criticism.

However, significant repressive measures are not common. The media regularly criticize the government on many issues. Though many radio and television stations receive state support, they maintain considerable editorial independence.

Since Kim Dae-jung's summit in North Korea, South Korean media have adopted a warmer tone towards the northern neighbour. But there have been cases of South Korean journalists being intimidated for giving favourable coverage to North Korea's communist leadership.

After the lifting of martial law in 1987, most discourse in the Korean media is comparatively free.

Most Korean journalists are career professionals. Their income is above the national average. Naturally, the competition for positions is intense. Nearly one-third of the journalists have graduate level degrees, including some doctorates.

Print media

Nearly 60 per cent of Korea's 131 registered newspapers are in the general category. There are 11 national, seven economic, three English-language, five sports, and 38 local newspapers. Two dozen of the general dailies (including all the nationwide circulating papers) are concentrated in Seoul, accounting for over 75 per cent of total newspapers circulation. South Korea's population is highly literate,

so many people get their information from newspapers and magazines. Home delivery accounts for more than 90 per cent of newspaper sales. However, television is growing in popularity.

Most Korean journalists view their role as guardians of the truth. At the same time they feel that maintaining peace and harmony is important. The Korean people agree that the media plays an important role in society. But their long experience with a controlled media makes them suspicious of it still operating as the government's mouthpiece.

Despite this, journalism is sufficiently well respected in Korea to generate higher than average incomes and intense competition for jobs. Less experienced journalists may use news releases, but the more experienced maintain a healthy scepticism and dig for additional information on important stories.

The Yonhap News Agency - a cooperative of all Korean news media - is the country's only major news agency. Employing nearly 650 skilled journalists, including a dozen foreign correspondents, it caters to almost the entire media. Materials are offered in Korean and English and available on the internet.

The Chosun Ilbo and Dong-A Ilbo are Korea's major dailies, and both are owned by individual stockholders. Other major newspapers include the Joong-ang Ilbo (financed by chaebols), the Segye Times and Kookmin Ilbo (both owned by religious foundations), the Korea Daily News (owned by a public company), and the Hankyoreh Shinmun (owned by citizen stockholders). The Chosen Ilbo has recently started its English edition. The

two older English-language papers are the Korea Times and Korea Herald.

A wide variety of magazines and other periodicals are published in Korea, including those specializing in home life, sports and leisure activities, science, technology, entertainment, and women's issues. Many foreign magazines also enjoy large circulations.

Radio and Television

The Broadcasting Commission will exercise primary supervisory jurisdiction over the country's broadcasting system once a new broadcasting bill is passed. The commission will have discretionary power over licensing provisions. The state-controlled Broadcasting System (KBS) owns both radio and television stations, including an international radio channel.

The Munhwa Broadcasting Corporation (MBC) - a half public and half private broadcasting company - owns AM and FM channels, as does the privately owned Seoul Broadcasting System (SBS). The Christian Broadcasting System (CBS) also owns radio stations. Other religious broadcasting stations, such as PBC (Catholic) and BBS (Buddhist), have been launched in the last decade.

Korea has four nationwide television networks, including the Korea Broadcast System's KBS-1 and KBS-2, MBC and EBS, under the Ministry of Education's control. CBS, with its four provincial stations, specializes only in evangelical programs, as directed by the government.

The American Forces Korea Network (AFKN) provides radio and television services to US military personnel in Korea. KBS-1 and KBS-2 are public television stations. KBS-1's programming focuses

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primarily on news and cultural issues, and is supported by subscriptions paid by viewers. KBS-2's programming also includes cultural events, and is supported by advertisements.

MBS broadcasts news, culture, and entertainment shows. SBS's programming is primarily entertainment-oriented. EBS offers extracurricular educational and cultural programs and is supported in part by sales of public service announcements.

Cable TV covers most parts of the country.

A total of 29 channels are available. The system consists of a tripartite structure of Program Providers (PP), System Operators (SO), and Network Operators (NO). The PPs provide programming to SOs who provide services to subscribers through local channels. The NOs transmit the programs from PP or SO to subscribers.

Korea also has two satellite broadcasting companies: KBS and EBS, with two channels each. When the new broadcasting bill is passed, private satellite broadcasting will be launched.

MAJOR MEDIA — Print

Chosun Ilbo

Published	: Daily, since 1920
Language	: Korean, English edition
Readership	: Nationwide
Address	: 61, 1-ga, Taepyeongno, Jung-gu, Seoul
Telephone / Fax	: +82 2 724 51 14/ +82 2 724 51 09
Website	: http://www.chosun.com
President	: Bang Sang-hoon
Chief Editorial Writer	: Lee Cheon-seok
Editor-in-Chief	: Byeon Yong-shik

Dong-a Ilbo

Published	: Daily, since 1920
Language	: Korean, English edition
Readership	: Nationwide
Address	: 139, Sejongno, Jongno-gu, Seoul
Telephone / Fax	: +82 2 20 20 01 14/ +82 2 20 20 04 28
Website	: http://www.donga.com
President	: Kim Hak-joon
Chief Editorial Writer	: Choi Gyu-cheol
Editor-in-Chief	: Lee Gyu-min

KOREA

MAJOR MEDIA — Print

Hankook Ilbo

Published	: Daily, since 1954
Language	: Korean
Readership	: Nationwide
Address	: 14, Junghak-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 2 724 21 14/ +82 2 724 22 44
Website	: http://www.hankooki.com
Chairman	: Chang Jae-ku
President	: Shin Sang-seok
Chief Editorial Writer	: Kim Su-jong
Editor-in-Chief	: Park Jin-yeol

Hankyoreh

Published	: Daily, since 1988
Language	: Korean
Readership	: Nationwide
Address	: 116-25, Gongdeok-dong, Mapo-gu, Seoul
Telephone / Fax	: +82 2 71 00 114/ +82 2 71 00 210
Website	: http://www.hani.co.kr
President	: Koh Hee-beom
Chief Editorial Writer	: Kim Seon-ju
Editor-in-Chief	: Kim Hyo-sun

Joongang Ilbo

Published	: Daily, since 1965
Language	: Korean, English edition
Readership	: Nationwide
Address	: 7, Sunhwa-dong, Jung-gu, Seoul
Telephone / Fax	: +82 2 751 51 14/ +82 2 751 98 09
Website	: http://www.joins.com
Chairman	: Hong Seok-hyeon
President	: Song Pil-ho
Chief Editorial Writer	: Choe Cheol-ju, Byeon Sang-geun
Editor-in-Chief	: Lee Jang-gyu

KOREA

MAJOR MEDIA — Print

Kukmin Daily

Published	: Daily, since 1988
Language	: Korean
Readership	: Nationwide
Address	: 12, Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	: +82 2 781 91 14/ +82 2 781 91 15
Website	: http://www.kukminilbo.co.kr
President	: Ro Seung-suk
Chief Editorial Writer	: Baek Hwa-jong
Editor-in-Chief	: Lee Hyeong-ryong

Kyunghyan Daily News

Published	: Daily, since 1946
Language	: Korean
Readership	: Nationwide
Address	: 22, Jeong-dong, Jung-gu, Seoul
Telephone / Fax	: +82 2 37 01 11 14/ +82 27 37 91 15
Website	: http://www.khan.co.kr
President	: Jo Yong-sang
Chief Editorial Writer	: Park Myeong-hun
Editor-in-Chief	: Kim Ji-yeong

Munhwa Ilbo

Published	: Daily, since 1991
Language	: Korean
Readership	: Nationwide
Address	: 68, 1-ga, Chungjeongno, Jung-gu, Seoul
Telephone / Fax	: +82 2 37 01 51 14/ +82 27 22 83 28
Website	: http://www.munhwa.com
Vice President	: Lee Byeong-gyu
Chief Editorial Writer	: Yun Gu
Editor-in-Chief	: Kim Jong-ho

KOREA

MAJOR MEDIA — Print

Naeil Shinmun

Published	: Daily, since 2001
Language	: Korean
Readership	: Nationwide
Address	: Naeil Shinmunsa, 55, 2-ga, Shinmunno, Jongno-gu, Seoul
Telephone / Fax	: +82 23 24 41 41/ +82 23 25 87 80
Website	: http://www.naeil.com
President	: Jang Myeong-guk
Chief Editorial Writer	: Jeong Se-yong
Editor-in-Chief	: Lee Ok-gyeong

Segye Times

Published	: Daily, since 1998
Language	: Korean
Readership	: Nationwide
Address	: 63-1, 3-ga, Hangangno, Yongsan-gu, Seoul
Telephone / Fax	: +82 2 20 00 12 34/ +82 2 20 00 15 30
Website	: http://www.sgt.co.kr
President	: Sa Gwang-gi
Chief Editorial Writer	: Gu Wol-hwan
Editor-in-Chief	: Lee Seon-ho

Seoul Shinmun

Published	: Daily, since 1904
Language	: Korean
Readership	: Nationwide
Address	: 25, 1-ga, Taepyeongno, Jung-gu, Seoul
Telephone	: +82 2 20 00 90 00
Website	: http://www.seoul.co.kr
President	: Cnae Su-sam
Chief Editorial Writer	: Choi Hong-woon
Editor-in-Chief	: Kim Yeong-man

KOREA

MAJOR MEDIA — Print

Financial News Daily

Published	: Daily, since 2000
Language	: Korean
Readership	: Nationwide
Address	: 12, Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	: +82 2 20 03 71 14/ +82 2 20 03 71 15
Website	: http://www.fnnews.com
President	: Jeon Jae-ho
Chief Editorial Writer	: Yu Seok-hyeong
Editor-in-Chief	: Lee Yong-gyu

Herald Business

Published	: Daily, since 1973
Language	: Korean
Readership	: Nationwide
Address	: 1-12, 3-ga, Hoehyeon-dong, Jung-gu, Seoul
Telephone / Fax	: +82 27 27 01 14/ +82 27 27 06 64
Website	: http://www.heraldbiz.com
President	: Hong Jeong-uk
Chief Editorial Writer	: Min Byeong-mun
Editor-in-Chief	: Jang Yun-yeong

Jeil Economic Daily

Published	: Daily, since 1988
Language	: Korean
Readership	: Nationwide
Address	: 146, Ssangrim-dong, Jung-gu, Seoul
Telephone / Fax	: +82 2 63 25 31 14/ +82 27 92 11 30
President	: Park Jung-gu
Chief Editorial Writer	: Bang Gyeong-ho
Editor-in-Chief	: Jo Won-yeong

KOREA

Major Media — Print

Korea Economic Daily

Published	: Daily, since 1973
Language	: Korea, English edition
Readership	: Nationwide
Address	: 441, Jungnim-dong, Jung-gu, Seoul
Telephone / Fax	: +82 23 60 41 14/ +82 23 12 91 15
Website	: http://www.hankyung.com
President	: Sin Sang-min
Editor-in-Chief	: Kim Gi-ung

Maeil Business Newspaper

Published	: Daily, since 1966
Language	: Korean
Readership	: Nationwide
Address	: 30-1, 1-ga, Pil-dong, Jung-gu, Seoul
Telephone / Fax	: +82 2 20 00 21 14/ +82 22 27 47 81 91 15
Website	: http://www.mk.co.kr
President	: Jang Dae-hwan
Editor-in-Chief	: Jang Yong-seong

Money Today

Published	: Daily, since 2001
Language	: Korean
Readership	: Nationwide
Address	: Gap-eul Bldg., 149, Seolin-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 27 24 77 00/ +82 27 81 91 15
Website	: http://www.moneytoday.co.kr
President	: Park Mu
Editor-in-Chief	: Hong Seon-geun

KOREA

MAJOR MEDIA — Print

Seoul Economic Daily

Published	: Daily, since 1960
Language	: Korean
Readership	: Nationwide
Address	: 19, Junghak-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 27 24 21 14/ +82 27 20 03 90
Website	: http://www.sedaily.com
President	: Lee Jong-seung
Editor-in-Chief	: Lee Jong-hwan

Daily Sports

Published	: Daily, since 1969
Language	: Korean
Readership	: Nationwide
Address	: 14, Junghak-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 2 20 00 33 55/ +82 2 20 00 34 85
E-mail	: coma21@joins.com
Website	: http://www.ilgan.joins.com
Chairman	: Jang Jae-geun
President	: Jang Jung-ho
Editor-in-Chief	: Park Jae-yeong

Sports Seoul 21

Published	: Daily, since 1985
Language	: Korean
Readership	: Nationwide
Address	: 25, 1-ga, Taepyeongno, Jung-gu, Seoul
Telephone / Fax	: +82 2 20 01 00 88/ +82 2 20 01 00 89
Website	: http://www.sportsseoul.com
President	: Kim Haeng-soo
Editor-in-Chief	: Shin Myeong-cheol

KOREA

MAJOR MEDIA — Print

Goodyay

Published	: Daily, since 2001
Language	: Korean
Readership	: Nationwide
Address	: 22, Jeong-dong, Jung-gu, Seoul
Telephone / Fax	: +82 2 37 01 07 77/ +82 2 37 01 08 88
Website	: http://www.hot.co.kr
Chairman	: Lee Sang-u
Editor-in-Chief	: Han In-seop

Sports Chosun

Published	: Daily, since 1990
Language	: Korean
Readership	: Nationwide
Address	: 923-14, Mok1-dong, Yangcheon-gu, Seoul
Telephone / Fax	: +82 2 32 19 81 14/ +82 2 31 19 84 82
Website	: http://www.sportschosun.com
President	: Ha Won
Editor-in-Chief	: Jo I-gwon

Sports Today

Published	: Daily, since 1999
Language	: Korean
Readership	: Nationwide
Address	: 3F, CCMM Bldg., 12 Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	: +82 2 20 02 01 14/ +82 2 20 02 01 15
Website	: http://www.stoo.com
President	: Lee Jeong-u
Editor-in-Chief	: Lee Geon-u

KOREA

MAJOR MEDIA — Print

Joongang Daily

Published	: Daily, since 2002
Language	: English
Readership	: Nationwide
Address	: 7, Sunhwa-dong, Jung-gu, Seoul
Telephone / Fax	: +82 27 51 92 22/ +82 27 51 92 18
Website	: http://www.joongangdaily.joins.com
President	: Song Pil-ho

Korea Herald

Published	: Daily, since 1953
Language	: English
Readership	: Nationwide
Address	: 1-12, 3-ga, Hoehyeon-dong, Jung-gu, Seoul
Telephone	: +82 27 27 01 14
Website	: http://www.koreaherald.co.kr
President	: Hong Jeong-uk
Chief Editorial Writer	: Lee Gyeong-hui
Editor-in-Chief	: Ryu Geun-ha

Korea Times

Published	: Daily, since 1950
Language	: English
Readership	: Nationwide
Address	: 17-11, Junghak-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 27 24 23 59/ +82 27 32 41 25
Website	: http://www.koreatimes.co.kr
Chairman	: Chang Jae-gu
President	: Park Mu-jong
Chief Editorial Writer	: Choe Won-seok
Editor-in-Chief	: Lee Sang-seok

KOREA

MAJOR MEDIA — Print

Digital Times

Published	:	Daily, since 2000
Language	:	Korean
Readership	:	Nationwide
Address	:	68, 1-ga, Chungjeongno Jung-gu, Seoul
Telephone / Fax	:	+82 2 37 01 55 00/ +82 2 37 01 53 30
Website	:	http://www.digitaltimes.co.kr
President	:	Lee Jeong-uk
Editor-in-Chief	:	Yang Gyeong-jin

Electronic Times

Published	:	Daily, since 1982
Language	:	Korean
Readership	:	Nationwide
Address	:	94-152, 2-ga, Yeongdeungpo-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	:	+82 2 21 68 92 00/ +82 2 26 75 92 04
Website	:	http://www.etnews.co.kr
President	:	Park Seong-deuk
Chief Editorial Writer	:	Yun Won-chang
Editor-in-Chief	:	Geum Gi-hyeon

KOREA

MAJOR MEDIA — Television and Radio

Korean Broadcasting System (KBS)

On air since	: Radio, 1927 Television, 1973
Language	: Korean
Address	: 18, Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone	: +82 27 81 10 00 (PBX), +82 27 81 16 32/ -3 (TV Advertising) +82 27 81 16 41 to 4 (Radio Advertising)
Fax	: +82 27 81 14 97
Website	: http://www.kbs.co.kr
President	: Jeong Yeon-ju
Chief News Editor	: Lee Mong-ryong

KBS is the leading TV and Radio network in Korea. Run as a public corporation, it operates two terrestrial TV channels - KBS-1TV focussing on news and current affairs and KBS-2TV focusing on family, culture and entertainment. KBS also operates three satellite channels - KBS Korea devoted to culture, KBS World for overseas network, and KBS Sky for sports and drama.

BKC operates three nationwide radio channels - Radio1 (news and current affairs), Radio2 (family entertainment) and Radio3 (for the handicapped). It also has FM1 (classical/traditional music), FM2 (popular music), a social education channel for North Koreans and compatriots, and Radio Korea International for overseas listeners.

Munhwa Broadcasting Corporation (MBC)

On air since	: Radio, 1961 Television, 1969
Language	: Korean
Address	: 31, Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	: +82 27 80 00 11/ +82 27 84 08 80
Website	: http://www.imbc.com
President	: Lee Geung
Chief News Editor	: Gu Yeong-hoe

The second major TV and radio broadcasting network in Korea, MBC is a public corporation. 'Munhwa' in Korean means culture and the programmes of this commercial network reflect this. The MBCTV operates channel 11 in Seoul focussing on comedy and drama, with nationwide repeaters. It also operates a nationwide MBC radio and music-based MBC FM.

KOREA

MAJOR MEDIA — Television and Radio

Seoul Broadcasting System (SBS)

On air since	: 1990
Language	: Korean
Address	: 10-2 Yeouido-dong, Yeongdeungpo-gu, Seoul
Telephone / Fax	: +82 27 80 00 06/ +82 27 80 25 30
Website	: http://www.sbs.co.kr
President	: Song Do-gyn
Chief News Editor	: U Won gil

SBS is a privately owned commercial network that operates SBS-TYV network on channel 6 in Seoul, with nationwide repeaters. It also operates a music-based SBS-FM channel.

Currently, the four TV networks (KBS-ITV, KBS-2TV, MBC-TV, and SBS-TV) offer four hours of daytime broadcasting beginning at 6.00am, then resume broadcasting from 5.30pm to midnight. There is no broadcasting between 10.00am and 5.30pm on weekdays. However, the four networks operate an additional 7.5 hours on Saturday and Sunday.

Korea Educational Broadcasting System (EBS)

On air since	: 1990
Language	: Korean
Address	: 92-6 Umyeon-dong, Seocho-gu, Seoul
Telephone / Fax	: +82 2 21 89 71 14/ +82 25 21 02 49
Website	: http://www.ebs.co.kr
President	: Go Seok-man

EBS operates two TV national networks on education. It also runs an educational FM radio, operated by KBS (104.5FM) in Seoul, with nationwide repeaters.

Christian Broadcasting System (CBS)

On air since	: 1954
Language	: Korean, English
Telephone / Fax	: +82 26 50 70 00/ +82 26 54 24 57
Website	: http://www.cbs.co.kr
President	: Lee Jong-sik
Chief News Editor	: Kim Yong-han

CBS is a Christian national broadcaster of Korea 837AM/ 93.9FM Seoul, with nationwide affiliates.

OTHER MEDIA — Internet

With over ten million Koreans hooked to the super-speed communication network, Korea leads the world in per capita use of the internet. In 2002, the popularity of cyber electioneering and the increasingly active internet media introduced new paradigms in political communication.

According to a recent survey by Media Today, the factors accounting for this were two way communication (41.6 per cent), easy access (19.9 per cent) and declining trustworthiness of the conventional media (14.9 per cent).

Daedeok Net

Published since	: 2000
Language	: Korean
Address	: 104-14, Munji-dong, Yuseong-gu, Daejeon
Telephone / Fax	: +82 42 86 15 005/ +82 42 86 15 059
Website	: http://www.hellodd.com
President	: Lee Seok-bong
Editor-in-Chief	: Gu Nam-pyeong

Daily Pharm

Published since	: 1999
Language	: Korean
Address	: Seongi Bldg., 981-49, Bangbae-dong, Seocho-gu, Seoul
Telephone	: +82 23 47 30 833
Website	: http://www.dreamdrug.com
President	: Min Gyeong-du
Editor-in-Chief	: Lee Jeong-sik

Eb News

Published since	: 2000
Language	: Korean
Address	: 5th Fl., Dongwon Bidg., 128-27, Dangju-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 27 34 17 61/ +82 27 34 17 65
Website	: http://www.ebn.co.kr
President	: Min Byeong-ho
Editor-in-Chief	: Jo Wan-je

KOREA

OTHER MEDIA — Internet

E Daily

Published since : 2002
Language : Korean
Address : 16th Fl., Hanjin-haeun Bldg., 25-11, Yeouido-dong,
Yeongdeungpo-gu, Seoul
Telephone / Fax : +82 23 77 20 114/ +82 27 85 33 83
Website : <http://www.edaily.co.kr>
President : Lee Hun
Editor-in-Chief : Kim Bong-guk

Ewincom

Published since : 2000
Language : Korean
Address : 910, Miwon Bidg., 43, Yeouido-dong,
Yeongdeungpo-gu, Seoul
Telephone / Fax : +82 27 80 43 92/ +82 27 80 43 95
Website : <http://www.ewincom.com>
President : Kim Neung-gu
Editor-in-Chief : Park Hye-gyeong

I News 24

Published since : 2000
Language : Korean
Address : 5th Fl., Anguk Bldg., 595-1, Sinsa-dong,
Gangnam-gu, Seoul
Telephone / Fax : +82 25 46 21 70/ +82 27 46 21 80
Website : <http://www.inews24.com>
President : Lee Chang-ho
Editor-in-Chief : Kim Hak-jin

KOREA

OTHER MEDIA — Internet

Ohmynews

Published since	: 2000
Language	: English
Address	: 505, Daeu Bldg., 167, Naesu-dong, Jongno-gu, Seoul
Telephone / Fax	: +82 27 33 55 97/ +82 27 33 50 11
Website	: http://www.ohmynews.com
President	: Oh Yeon-ho
Editor-in-Chief	: Jeong Un-hyeon

Pressian

Published since	: 2001
Language	: Korean
Address	: 5th Fl., Gyeonggi, Bidg., 184-4, 2-ga, Chungjeongno, Seodaemun-gu, Seoul
Telephone / Fax	: +82 23 63 84 94/ +82 23 63 91 15
Website	: http://www.pressian.com
President	: Park In-gyu
Editor-in-Chief	: Park Tae-gyeon

LAOS



Since the establishment of the Lao People's Democratic Republic in December 1975, the mass media has changed both in terms of organizational structure and activities. Until 1986, the government had opted for the Marxist-Leninist economic system. Even when it opened up the economy in other sectors, the media remained under government control.

It was only after 2002 that the private sector was allowed entry into the media market, subject to state controls. Laos today has four private monthly magazines, one of which is owned by an English businessman. In August 2004, a private company was issued a permit to run a television station for the first time.

With a population of around 5.6 million, Laos today has 56 newspapers and



magazines in the Lao, English, and French languages. Most of them are produced in the capital city, Vientiane, and owned by state bodies, public organisations and official institutions. Only 30 per cent of the citizens have access to the print media, 50 per cent are reached by television and 80 per cent by radio.

Presently, there are five daily newspapers, three in Lao and two in the English language. The Lao language newspapers include Pasason (People), Vientiane Mai (New Vientiane) and Pathet Lao (Lao Country). Vientiane Times and KPL news are published in English.

Pasason is the oldest newspaper in the country. It was established in 1950 during the Lao Issara movement for national independence led by Prince Souphanouvong in Huaphan province of northern Laos. It was then called Lao Haksat (Lao Patriot).

Pasason has its weekly tabloid, known as Pasason Van Athit (Sunday newspaper), while Vientiane Mai has 'Vientiane Social and Business' as its weekly publication. The English daily Vientiane Times has its French weekly publication, *Le Renovateur*, while the daily KPL News is half in English and half in French.

Khaosane Pathet Lao (KPL), the Lao News Agency, was established in 1968 in Viengsay, northern Huaphan province, in accordance with a decision of the President of the Central Neo Lao Haksat (Lao Patriotic Front). Its first director was

Sisana Sisane. It was a small news agency in the beginning, staffed by only a dozen reporters and technicians. After the establishment of the Lao People's Democratic Republic in 1975, it grew rapidly.

The agency now produces daily news bulletins in Lao, French, and English. It also publishes a monthly magazine, *Pathet Lao*, in Lao and English. From 2000, it started its own Lao language daily newspaper, *Pathet Lao*. Subscribers include Government organisations and private companies.

Pasason is the oldest newspaper in the country. It was established in 1950 during the Lao Issara movement for national independence led by Prince Souphanouvong in Huaphan province of northern Laos.

In March 2003 the agency transformed its English and French bulletins into a daily newspaper, *KPL News*. Its readership mostly includes expatriates, well-educated Lao people, diplomats and university students.

Vientiane Times, the leading English language newspaper in the Lao PDR, was officially launched in 1994 as a weekly

tabloid. By 1996 it was published twice a week, every Tuesday and Friday. The financial crisis, which hit the region in the late 1990s, failed to block its growth because of the paper's increasing revenue from its advertisements, which were quoted in US dollars.

In November 1998 the Vientiane Times launched its French weekly tabloid, *Le Renovateur*. In 1999 it created its own website. Since early 2004, the 16-page paper is being published daily (Monday to Friday), and has also started an online version. Its readership includes well-educated Lao people, diplomats, and French-speaking expatriates.

A Lao language sport daily, established in August 1998, now has a circulation of 1,500 copies. In addition, a number of state institutions, the ministries of Defence, Security, Commerce, Finance, and mass organisations like the Lao People's Revolutionary Youth Union, the Lao Federation of Trade Union, and the Lao Women's Union, run their own publications. Their periodicity ranges from weekly to annually.

Four privately owned magazines came up after the government's decision to allow regulated private investment in the media. They include *The Update* (started in March 2003 with a circulation of 3,000), the *Sayo* magazine (June 2003 with circulation of 10,000), and *Lao Culture* (circulation 3,000). Andrew Dennis, a British national, is editing *Lao Trader*, another private magazine that started in November 2003.

The Lao National Radio broadcasting station was first set up in the late 1950s. There are altogether 31 radio stations, including five AM, 22 FM, two SW, and three MW radio stations throughout the country. Three of these are located in Vientiane. One 200 kW medium wave station and one 5 kW FM station are under the Lao National Radio which airs its programmes around the clock. The third AM station works under the Government's Information and Culture Service.

A number of state institutions, the ministries of Defence, Security, Commerce, Finance, and mass organisations like the Lao People's Revolutionary Youth Union, the Lao Federation of Trade Union, and the Lao Women's Union, run their own publications. Their periodicity ranges from weekly to annually.

The other 28 stations are scattered throughout the country and work as provincial radio stations under the direct supervision and funding of the Ministry of Information and Culture. Some of the programmes are broadcast in local ethnic dialects.

The first TV station ever established in the country was Lao National Television, which was set up in December 1983 in Vientiane.

The programme production equipment in use at that time was mostly non-professional in both quality and quantity. It was inadequate for a broadcast station.

At first, telecasts were only for about three hours a day. Because the TV transmitter output was small at one kW, the service area was also limited to the capital. With Japanese aid, Lao National Television improved its transmitter output from one kW to five kW in 1993. Today this TV station telecasts 17 hours a day. And 70 per cent of its programmes are also broadcast via satellite to different parts of the country.

With Japanese aid, Lao National Television improved its transmitter output from one kW to five kW in 1993. Today this TV station telecasts 17 hours a day. And 70 per cent of its programmes are also broadcast via satellite to different parts of the country.

Television has become popular and obtainable for both urban and rural people. Telecasts covers 26 towns, and 2,600 villages, and reach 50 per cent of the population.

Currently Laos has 30 television stations including the two Lao National Television controlled stations (Channel 9 and Channel 3). The rest are scattered in provinces.

Lao TV3, located in Vientiane, was founded in 1994. It now relays different programmes for ten hours a day. More than 60 per cent of its programmes are transmitted via ASIASAT satellite to provincial stations.

Provincial TV stations act more like relay stations of the Lao National Television and Lao TV3. That is why they are so different in terms of production facilities (compared to the two main stations in the capital and some of the larger cities).

70 per cent of Lao viewers can watch Thai TV stations without any problem, as the Lao and Thai languages are quite similar. Similarly, the Lao people living along the borders with China and Vietnam can receive various TV programmes from these countries. In remote areas, private satellite dishes have been widely installed, facilitating contact with the outside world.

MAJOR MEDIA — Print

The Vientiane Mai

Published	: Daily
Language	: Lao
Circulation	: 3,600 (weekdays)
Average Pages	: 14
Advertising Rate	: Lao kip 20,000.00 - 700,000.00 (plus colour charge of Lao kip 3,400,000.00)
Address	: 36 Setthathirath Rd, Vientiane, Lao PDR
Telephone / Fax	: +21 21 26 23/ +21 21 59 89
Publisher	: Vientiane Administration
Editor-in-Chief	: Somphet Sitthidalath

The Vientiane Times

Published	: Daily
Language	: English
Circulation	: 3,000 (weekdays)
Average pages	: 16
Advertising rate	: US\$ 5.00 - US\$ 150.00 (plus colour charge of US\$ 300.00)
Address	: Pangkham Rd, Vientiane, Lao PDR
Telephone / Fax	: +21 21 75 93, +21 21 63 64, +21 25 26 31/ +21 21 63 65
E-Mail	: info@vientianetimes.gov.la
Website	: http://www.vientianetimes.org.la
Publisher	: Ministry of Information and Culture
Editor-in-Chief	: Savankhone Razmounry

MAJOR MEDIA — Print

The Pasaxon

Published	: Daily
Language	: Lao
Circulation	: 3,000 (weekdays)
Average pages	: 12
Advertising rate	: US\$ 2.00 - US\$ 70.00 (plus colour charge of US\$ 300.00)
Address	: Pangkham Rd, Vientiane, Lao PDR
Telephone / Fax	: +21 21 24 66/ +21 21 24 70
E-Mail	: infonews@pasaxon.gov.la
Website	: http://www.pasaxon.org.la
Publisher	: Ministry of Information and Culture
Editor	: Bualaphanh Thanphilom

The Pathet Lao

Published	: Daily
Circulation	: 3,000 (weekdays)
Average pages	: 12
Advertising rate	: US\$ 2.00 - US\$ 70.00 (plus colour charge of US\$ 300.00)
Address	: Setthathirath Rd, Vientiane, Lao PDR
Telephone / Fax	: +21 21 24 47/ +21 21 24 47
E-Mail	: ptl@kpl.net.la
Website	: http://www.kpl.net.la
Publisher	: Ministry of Information and Culture
Editor	: Sounthone Khanthavong

MAJOR MEDIA — Television and Radio

KPL News

Published	: Daily
Language	: English
Circulation	: 1,300 (weekdays)
Average pages	: 16
Advertising rate	: US\$ 1.00 - US\$ 70.00 (plus colour charge of US\$ 300.00)
Address	: Setthathirath Rd, Vientiane, Lao PDR
Telephone / Fax	: +21 25 10 90/ +21 25 10 90
E-Mail	: kplnews@kpl.net.la
Website	: http://www.kpl.net.la
Publisher	: Ministry of Information and Culture
Editor	: Bounleut

Channel 9

Language	: Lao
Reach	: Nationwide
Prime Time	: 7.00pm – 10.00pm
Advertising rate	: US\$ 5.00 - US\$ 40.00/ 30sec
Address	: Chommany Village, Vientiane, Laos
Telephone / Fax	: +21 41 21 83, +21 41 46 34, +21 41 37 66/ +21 41 21 82
Ownership	: Ministry of Information and Culture
Managing Director	: Buasone Phongphavane

Channel 3

Language	: Lao
Reach	: Nationwide
Prime Time	: 7.00pm – 10.00pm
Advertising rate	: US\$ 5.00 - US\$ 40.00/ 30sec
Address	: Chommany Village, Vientiane, Laos
Telephone / Fax	: +21 31 54 50 to -52/ +21 31 54 49
Ownership	: Ministry of Information and Culture
Managing Director	: Thongvanh Bounbuathong

MAJOR MEDIA — Television and Radio

The Lao Cable TV (Lao-Chinese Joint Venture)

Language	: Lao, English, Thai, Chinese, Vietnamese and French
Reach	: 80,000 paid subscriptions
Address	: That Luang Rd, Phonxay Village, Vientiane, Laos
Telephone / Fax	: +21 45 25 58/ +21 45 25 56
Managing Director	: Xu Xiaqming

Net Tech Cable TV (Lao private company)

Language	: Lao, English, Thai, Chinese, Vietnamese and French
Reach	: 30,000 paid subscriptions
Address	: That Luang village, Vientiane, Laos
Telephone / Mobile	: +21 45 11 00/ +20 55 27 210
Managing Director	: Sisouphanh Bounsameu

MALAYSIA



Malaysia, with a total population of 25.1 million, is an ethnic mix of races and cultures. The diversity of Malaysia's composition has given rise to a fragmented media scene spanning unevenly across West Malaysia and East Malaysia. In the past few years, the Malaysian media has been through a growth process in line with the country's robust economic conditions and positive consumer sentiment.

There has been an increase in players of broadcast media, a continuing rise in print circulation numbers dominated by the vernacular titles, and an influx of periodical and magazines, most significantly, the growth of media conglomerates capitalising on cross channel integration.

However, the local industry is still somewhat protected under the jurisdiction of the Made-in-Malaysia regulation (MIM) that came into effect 25 years ago. The MIM was established to develop the local



production industry as well as preserve Malaysian cultural identity. The MIM bars foreign-made television commercials from being aired on Malaysian television and requires that all commercials for local products and services are at least 70 per cent locally produced.

Recognising that Malaysia is fast moving toward an 'open skies environment', and the potential to establish a global centre for communications and multimedia, the Malaysian Communications and Multimedia Commission (MCMC) (regulator for Malaysia's converging communications and multimedia industry) designated the Communications and Multimedia Content Forum (CMCF) in February 2001. The CMFC, with representation from all relevant parties - including the 'supply and demand' side of the communications and multimedia industry - will govern content via self-regulation in line with the Malaysian Communications and Multimedia Content Code. By virtue of it being a voluntary Code, those subscribing to it undertake the commitment and responsibility to uphold its objectives and principles. The Content Code will set out industry guidelines and procedures on disseminating content over electronic networks including radio, television and online services. This will hopefully enable a balanced representation of the relevant sectors of the industry and a reflection of the views of the community at large in the 'Content Code'.

Currently there are six free-to-air television channels. Government broadcaster RTM operates two channels as does private station Sistem Televisyen Malaysia Berhad (TV3). NTV7 and Channel Nine are the other two private stations.

ASTRO, Malaysia's premier satellite television operator with currently 48 channels, is looking to offer more than 100 new channels by 2005, further crowding the Malaysian television market. In addition to this, broadcast licences have been issued to two other companies - MiTV and Fine TV. MiTV is expected to contribute 50 channels of 'interactive pay-TV' using digital service or internet protocol for broadcast by year end, whereas Fine TV is planning to offer video-on-demand TV over broadband cable and is expected to enter the market by 2005.

As the media war escalates, Malaysia is seeing a trend in key media conglomerates controlling the majority of the country's media. Amongst them, Media Prima Berhad, which is the leading media player, owns Sistem Televisyen Malaysia Berhad which runs two stations namely TV3 and 8TV, the youngest up-and-coming player in the TV market. In addition to this is The New Straits Times Press (Malaysia) Berhad (NSTP). Given its longstanding history, NSTP continues to hold the largest combined circulation of newspapers in Malaysia covering New Straits Times, Berita Harian, Malay Mail and Harian Metro.

The Star Group consists of a publishing arm, Star Publications (Malaysia) Berhad, which publishes The Star newspaper, the country's leading English Daily, as well as contributing several magazine titles. In addition, The Star Group operates two radio stations, i.e. Redi98.8 (Chinese) and Red104.9 (English).

MEASTRO ALL ASIA NETWORKS (ASTRO) is at current the sole provider of Direct-To-Home satellite multi-channel television services in Malaysia and the country's leader in commercial radio. ASTRO owns

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the country's top Malay, Chinese and English radio stations – ERA, SINAR, MY FM, hitz.fm, MIX FM and Light & Easy – with 8.9 million listeners tuning in to any of its stations weekly. The five stations command 44 per cent of the total listeners share and 75 per cent of the total advertising spend on radio. Additionally, ASTRO plays a publisher role with several magazines under its belt.

As media conglomerates continue to dominate the Malaysian media scene, a common and noticeable trend is the

offering of multimedia services that span across traditional media as well as new media services. With current dial-up subscribers at 3.12 million, mobile phone subscribers at 12.4 million and rapid increase in broadband penetration, media players are aware of the potential of new media opportunities, not to mention new media adex share. In this context, Malaysian media players are no longer limited to the business of selling media space, but offer comprehensive marketing solutions and services utilizing its various media platforms.

MAJOR MEDIA — Print

The Star/ Sunday Star

Published	:	Daily
Language	:	English
Circulation	:	307,019 (weekdays), 322,322 (weekend)
Advertising rate	:	RM 49.00 – RM 103.00/ col. cm (plus colour surcharge)
Address	:	Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya
Telephone / Fax	:	+60 3 79 67 13 88/ +60 3 79 55 40 39
E-Mail	:	enquiries@istar.com.my
Website	:	http://www.thestar.com.my
Publisher	:	Star Publications (M) Bhd
Group Chief	:	
Editor	:	Dato Wong Sulong

The Star is Malaysia's highest circulating English Newspaper and provides general coverage of the latest in both local and international news. In addition, The Star provides current updates of the financial markets and business developments as well as article features on lifestyle and entertainment.

MAJOR MEDIA — Print

New Straits Times/ New Sunday Times

Published	: Daily
Language	: English
Circulation	: 135,040 (weekdays), 156,016 (Sunday)
Advertising rate	: RM 34.00 with RM 11,000.00 (plus colour surcharge)
Address	: 31, Jalan Riong, 59100 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 23 28/ +60 3 22 82 44 82
E-Mail	: letters@nstp.com.my
Website	: http://www.emedia.com.my
Publisher	: The New Straits Times Press Sdn Bhd

The New Straits Times is the oldest English-language newspaper in the region and credits itself as “The Newspaper of the Nation”. The New Straits Times presents general news and editorial content addressed at government and corporate sectors, as well as the mass population. The paper, which was originally published in broadsheet format, has now been trimmed to a tabloid size with both sizes currently being published simultaneously.

Malay Mail/ Sunday Mail

Published	: Daily
Language	: English
Circulation	: 35,251 (weekdays) / 52,808 (Sunday)
Advertising rate	: RM 16.00 with RM 4,200.00 (plus colour surcharge)
Address	: 31, Jalan Riong, 59100 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 23 28/ +60 3 22 82 44 82
E-Mail	: malaymail@nstp.com.my
Website	: http://www.emedia.com.my
Publisher	: The New Straits Times Press Sdn Bhd
Editor	: Ahiruddin Atan

The Malay Mail is Malaysia’s tabloid style paper providing quick and easy-to-read news.

MAJOR MEDIA — Print

The Sun

Published	: Daily
Language	: English
Circulation	: 142,645
Advertising rate	: RM 25.00 with RM 6,000.00 (plus colour surcharge)
Address	: 4th Floor, Lot 6, Jalan 51/217, Section 51, 46050 Petaling Jaya
Telephone / Fax	: +60 3 77 84 66 88/ +60 3 77 83 74 35
E-Mail	: chenghai@thesundaily.com
Website	: http://www.sun2surf.com
Publisher	: Sun Media Corporation Sdn Bhd
Editor	: Chong Cheng Hai

The Sun is a free newspaper distributed at Malaysia's market centres and other urban locations. The Sun provides comprehensive and tightly written news articles for readers on-the-go.

The Edge

Published	: Weekly
Language	: English
Circulation	: 19,140
Advertising rate	: RM 38.00 with RM 3,500.00 (plus colour surcharge)
Address	: G-501 – G-801, Level 5-8, Block G Phileo Damansara 1, Jalan 16/11 Off Jalan Damansara, 46350 Petaling Jaya
Telephone / Fax	: +60 3 76 60 38 38/ +60 3 76 60 85 63
E-Mail	: eeditor@bizedge.com
Website	: http://www.theedgedaily.com
Publisher	: Sun Media Corporation Sdn Bhd
Editor	: Toh Lye Huat

The Edge is Malaysia's premiere business and investment weekly newspaper. It provides analytical content on corporate, investment, real estate, lifestyle and technology business sectors. The Edge has become a weekly staple for business and investment developments in the country. Additionally, there is The Edge Financial which is an in-depth business pull-out.

MAJOR MEDIA — Print

Sin Chew Daily

Published	: Daily
Language	: Chinese
Circulation	: 342,425
Advertising rate	: RM 45.00 – RM 87.00/ col. cm (plus colour surcharge)
Address	: 19, Jalan Semangat, 46200 Petaling Jaya
Telephone / Fax	: +60 3 79 65 88 88/ +60 3 79 54 25 41
E-Mail	: dominicpl@sinchew-i.com
Website	: http://www.sinchew-i.com
Publisher	: Pemandangan Sinar Sdn Bhd
Executive	
Editor-in-Chief	: Pook Ah Lek

Sin Chew Daily is the most-read Chinese newspaper in Malaysia and offers its readers general news coverage on the local and international scene. In addition, the paper features topical articles and opinion pieces on politics, business and various other lifestyle segments.

China Press

Published	: Daily
Language	: Chinese
Circulation	: 204,901
Advertising rate	: RM 23.80 – RM 50.00/ col. cm (plus colour surcharge)
Address	: 80, Jalan Riong, 59100 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 82 08/ +60 3 22 82 44 82
Website	: www.chinapress.com.my
Publisher	: The China Press Sdn Bhd

China Press provides mass and sensational coverage on national and foreign news. In addition, China Press has a wide appeal for its features sections which covers Lifestyle, Personalities, IT & Telecommunications, etc.

MAJOR MEDIA — Print

Nanyang Siang Pau

Published	: Daily
Language	: Chinese
Circulation	: 326,000
Advertising rate	: RM 23.80 – RM 60.00/ col. cm (plus colour surcharge)
Address	: No 1, Jalan SS 7/2, 47301 Petaling Jaya
Telephone / Fax	: +60 3 63 19 63 19/ +60 3 63 19 81 33
E-Mail	: info@nanyang.com
Website	: http://www.nanyang.com
Publisher	: Nanyang Siang Pau Sdn Bhd
Editor	: Cheng Khee Chien

Nanyang Siang Pau offers its readers general news on a local and foreign front. Nanyang Siang Pau strength is its business news and analysis, providing in-depth and insightful information to its readers.

Kwong Wah Yit Poh

Published	: Daily
Language	: Chinese
Circulation	: 69,112
Advertising rate	: RM12.50 – RM 33.00/ col. cm (plus colour surcharge)
Address	: 19, Lebuhr Presgrave, P.O. Box No. 31, 10300 Penang
Telephone / Fax	: +60 4 261 23 12/ +60 4 261 54 07
Website	: http://www.kwongwah.com.my
Publisher	: Kwong Wah Yit Poh Press Bhd

Kwong Wah Yit Poh provides the latest on a wide range of local and international topics. Its strength is on the Northern states of Malaysia, specifically Penang.

Guang Ming

Published	: Daily
Language	: Chinese
Circulation	: 131,581 (weekdays)
Advertising rate	: RM 26.00 – RM 32.00/ col. cm (plus colour surcharge)
Address	: 19 Jalan Semangat, 46200 Petaling Jaya
Telephone / Fax	: +60 3 79 65 88 88/ +60 3 79 65 84 13
Publisher	: Guang Ming Ribao Sdn Bhd

Guang Ming is the sister publication of Sin Chew Daily and providing general and mass appeal news.

MAJOR MEDIA — Print

Oriental Daily News

Published	: Daily
Language	: Chinese
Circulation	: 81,000
Advertising rate	: RM 18.00 – RM 30.00/ col. cm (plus colour surcharge)
Address	: 90, Jalan Dato Haji Eusoff, 3rd Floor, Kompleks Damai, Off Jalan Ipoh, 50400 Kuala Lumpur
Telephone / Fax	: +60 3 40 41 81 11/ +60 3 40 45 86 80
Publisher	: Oriental Daily Sdn Bhd

The youngest player in the market, Oriental Daily News provides in-depth and analytical news coverage in an uncluttered and concise manner. Oriental Daily News circulation consists largely of a subscriber base.

Utusan Malaysia / Mingguan Malaysia

Published	: Daily
Language	: Malay
Circulation	: 246,006 (weekdays), 570,824 (Sunday)
Advertising rate	: RM 40.00 with RM 11,000.00 (plus colour surcharge)
Address	: 11A, The Right Angle, Jalan 14/22, 46100 Petaling Jaya
Telephone/ Fax	: +60 3 79 56 33 55/ +60 3 79 57 77 55
E-Mail	: online@utusan.com.my
Website	: http://www.utusan.com.my
Publisher	: Utusan Media Sales Sdn Bhd

Utusan Malaysia is currently the leading Bahasa daily in Malaysia. It provides comprehensive news on general issues, politics, business.

Berita Harian / Berita Minggu

Published	: Daily
Language	: Malay
Circulation	: 228,462 (weekdays), 356,414 (Sunday)
Advertising rate	: RM 38.00 with RM 11,000.00 (plus colour surcharge)
Address	: 31, Jalan Riong, 59100 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 23 28/ +60 3 22 82 44 82
E-Mail	: bh@bharian.com.my
Website	: http://www.emedia.com.my
Publisher	: Berita Harian Sdn Bhd

Berita Harian, a close second in circulation, provides home and international news. Berita Harian also has its focus on leisure and entertainment news.

MAJOR MEDIA — Print

Harian Metro / Metro Ahad

Published	: Daily
Language	: Malay
Circulation	: 149,675 (weekdays), 170,864 (Sunday)
Advertising rate	: RM 22.00 with RM 6,000.00 (plus colour surcharge)
Address	: 31, Jalan Riong, 59100 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 23 28/ +60 3 22 82 44 82
E-Mail	: metro@nstp.com.my
Website	: http://www.emedia.com.my
Publisher	: Berita Harian Sdn Bhd

Harian Metro is the Bahasa tabloid which has a mass and wide appeal.

Malaysia Nanban

Published	: Daily
Language	: Tamil
Circulation	: 54,000
Advertising rate	: RM 10.00 – RM 22.00/ col. cm (plus colour surcharge)
Address	: 11, Jalan Murai Dua, Batu Complex, Off Jalan Ipoh, 51200 Kuala Lumpur
Telephone / Fax	: +60 3 62 51 59 81/ +60 3 62 53 59 81
E-Mail	: edenline@malaysiananban.com
Publisher	: Edenline Sdn Bhd

Malaysia Nanban is the leading national newspaper for the Indian community focusing on both local and international news, with comprehensive information on India and the sub-continent.

Tamil Nesan

Published	: Daily
Language	: Tamil
Circulation	: 35,000
Advertising rate	: RM 9.50 – RM 21.50/ col. cm (plus colour surcharge)
Address	: 28, Jalan Yew, Pudu, 55100 Kuala Lumpur
Telephone / Fax	: +60 3 92 21 64 11/ +60 3 92 21 29 90
Publisher	: Tamil Nesan (M) Sdn Bhd

Tamil Nesan has a distribution mainly in the urban areas and provides overall news and features.

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MAJOR MEDIA — Television and Radio

TV1

Language	: Bahasa
Market share	: 2% (ACNielsen YTD Aug 2004)
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Address	: Tingkat 4, Angkasapuri, Bukit Putra, 50610 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 53 33, +60 3 22 82 42 54
E-Mail	: helpdesktv@rtm.net.my
Website	: http://www.rtm.net.my
Ownership	: Ministry of Information

TV2

Language	: Multi-lingual
Market share	: 12%
Reach	: Nationwide
Prime time	: 7.00pm – 11.00pm
Address	: Tingkat 4, Angkasapuri, Bukit Putra, 50610 Kuala Lumpur
Telephone / Fax	: +60 3 22 82 53 33/ +60 3 22 82 42 54
E-Mail	: helpdesktv@rtm.net.my
Website	: http://www.rtm.net.my
Ownership	: Ministry of Information

Radio Televisyen Malaysia (RTM) is the Malaysian Broadcasting Department of the Ministry of Information. A statutory corporation, it operates two national TV stations, TV1 and TV2, with the former being an information and news channel and the latter an entertainment and lifestyle channel. In addition, RTM runs a multitude of radio stations, both national and on a state-by-state level.

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MAJOR MEDIA — Television and Radio

TV3

Language	: Multilingual (Bahasa, Chinese, English)
Market share	: 43%
Reach	: Nationwide
Prime time	: 8.00pm – 12.00am
Address	: Sri Pentas, Bandar Utama, 47800 Petaling Jaya, Selangor
Telephone / Fax	: +60 3 77 26 63 33/ +60 3 77 27 84 55
E-Mail	: enquiries@tv3.com.my
Website	: http://www.tv3.com.my
Ownership	: Media Prima Berhad

TV3 was incorporated in 1983 as Malaysia's first commercial television station. Catering for the masses, TV3 is currently the leading television station in Malaysia. With its strength in locally produced programmes like news, current affairs magazines, talk shows, sports, documentaries, dramas or films, TV3 has been able to remain the premier private commercial broadcaster.

NTV7

Language	: Multilingual (Bahasa, Chinese, English)
Market share	: 29%
Reach	: Nationwide
Prime time	: 7.30pm – 12.00am
Address	: No.7, Jalan Jurubina U1/18, Hicom-Glenmarie Industrial Park, 40000 Shah Alam, Selangor
Telephone / Fax	: +60 3 55 69 17 77/ +60 3 55 69 25 15
E-Mail	: feedback@ntv7.com.my
Website	: http://www.ntv7.com.my

Being in operation since 1998, ntv7 positions itself at the urban masses. With programmes catering to every race, ntv7's programme line-up includes dramas, situational comedies, entertainment programmes, game-shows, children programmes and movies. In addition, ntv7's news bulletins in Malay, English, and Mandarin aim to be independent and relevant at all times.

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MAJOR MEDIA — Television and Radio

8TV

Language	: Multilingual (Chinese, English)
Market share	: 9%
Reach	: West Coast East Malaysia & Pahang
Prime time	: 8.00pm – 12.00am
Address	: 3rd Floor, South Wing Sri Pentas, 3, Persiaran Bandar Utama, Bandar Utama, 47800 Petaling Jaya
Telephone/ Fax	: +60 3 77 28 82 82/ +60 3 77 26 82 82
Website	: http://www.8tv.com.my
Ownership	: Media Prima Berhad

8TV is the newest player in the local television market. Targeting English urban and mass Chinese audiences, 8TV offers an amalgam of current young lifestyle and entertainment programmes. Offering various interactive initiatives, 8TV is positioned to a young and urban market.

Channel 9

Language	: Multilingual (Tamil, Bahasa)
Market share	: 5%
Reach	: Market Centres
Prime time	: 6.00pm – 10.00pm
Address	: Lot 31, Jalan Pelukis U1/46, Temasya Industrial Park, 40150 Shah Alam
Telephone / Fax	: +60 3 55 68 59 99/ +60 3 55 68 57 99
E-Mail	: channel9@ch-9.tv
Website	: http://www.8tv.com.my

Channel 9 is Malaysia's only free-to-air television channel with the majority of programmes catering to the Indian and Malay population. Launched last year, Channel 9 has seen a revamp to its identity and is currently targeting mass market Malay and Tamil audiences.



MYANMAR



In 1988 Burma enjoyed press freedom for just one month thanks to pro-democracy uprisings. In 1997 Burma was labelled the region's number one press adversary. Today, all its publications are censored by Press Scrutiny Boards.

Myanmar's print media boasts of about 100 big and small publications, but no reliable information is available about their distribution and coverage. Most publications appear in the Capital, Yangon, and in Mandalay, where there is a huge Chinese influence.

The two most important papers are the New Light of Myanmar, a state-controlled propaganda machine, and the Myanmar Times, a semi-official newspaper, run by an Australian businessman and a local entrepreneur. Probably the best source of information on Burma is the Irrawaddy News, a paper run by an exiled Burmese based in Thailand.

There is no independent media in Burma. The Government controls all media.



MYANMAR

Material that will not be tolerated by censors includes anything detrimental to the Burmese socialist programme, the ideology of the state, the socialist economy, national solidarity and unity, and any non-constructive criticism of government departments' work.

All media is controlled by the Press Scrutiny Board or by the censorship body, Office of Strategic Studies (OSS). Those writers and editors still allowed to work must do so in an environment marked by stringent and far-reaching regulations. Censorship is imposed in the name of national security. Owning books, magazines, cassettes, or videotapes that are deemed hostile to the ruling junta is a criminal activity and carries with it a jail sentence of five to ten years. Many journalists wrap their reporting in puzzling sentence structures to avoid the censor's knife, often confusing their readers as well.

Radio, television, and all daily newspapers are controlled by the military. The Ministry of Information and the army control the first and second television channels, TV Myawady and TV Myanmar. All newspapers are state-controlled and all privately owned magazines are subject to strict censorship, which can delay their publication by up to three weeks. To obtain a publishing license, which can be revoked at any time, private publications must pay exorbitant fees to various government agencies.

There is no public access to the internet, and government monitors outgoing e-mail messages. Fax machines must be licensed, and a cellular phone permit might take years. Phone lines are often tapped. Foreign correspondents from recognised world media such as BBC Radio, the French dailies *Le Monde* and

Liberation, and the *New York Times* are on Burma's black list. As such, they are denied visas.

The Television and Video Act (July 31, 1996) makes it obligatory for owners of televisions, videocassette recorders, and satellite television to obtain a license from the Ministry of Communications, Posts, and Telegraphs. It also requires that permission be obtained, even by UN agencies, for public showings of imported videos.

Those writers and editors still allowed to work must do so in an environment marked by stringent and far-reaching regulations. Censorship is imposed in the name of national security.

Video Censorship Boards are charged with the responsibility of scrutinizing all imported and Burmese-made videos for material that may be considered offensive or detrimental to the state. They retain the right to ban, censor, or restrict showings. Under the Act, all private video users and video businesses must obtain a license from the Video Business Supervisory Committee, which also has the authority to carry out on-site inspections.

Initially, radio carried national and foreign news and musical entertainment. With the advance of equipment and technology, colour television was made available to the public on June 3, 1980. Radio Myanmar broadcasts everyday in Bamar and eight national dialects. It broadcasts news,

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features, anyeint (traditional dance), and musical programmes together with commercials related to entertainment, educational, and business enterprises.

Television carries national and foreign news made available by wire services, as well as communications satellites. Since July 1, 1998, TV was able to resort to signal source transmission for retransmission by stations in the districts. There is transmission of satellite news under arrangement with the Cable Network News (CNN) and NHK, Japan Broadcasting Corporation, and also political news, information on goods and services, and sports and other significant events. Popular music, theatre, and educational programmes, as well as commercials, are also telecast.

Ordinary people depend on Burmese language broadcasts beamed into the country by Radio Free Asia, the Voice of America, BBC, and the Democratic Voice of Burma, a dissident news service based in Norway. Reception is possible in only 266 of the 324 townships. 82 per cent of townships receive telecasts. When TV was introduced, it could only cover a radius of 50 miles. Now there are 109 retransmission stations covering a majority of the states and divisions.

Satellite television is available in foreign homes and hotels, but few Burmese can afford it. Tattered copies of foreign newsmagazines are sold as virtual contraband from street stalls. For a premium, passing motorists can also buy smuggled week-old copies of English dailies from neighbouring Thailand - the Bangkok Post and the Nation. Skittish newsboys, who keep a watchful eye for the police, hawk them. Now newspapers and magazines like The New York Times,

Newsweek, The Economist, and International Herald Tribune can be obtained in major hotels or from street vendors.

The internet has also made its way into Myanmar. However, it is still controlled by censorship and government. Bagan Net is probably the most prominent internet company. Many internet cafés have opened. It is used as a source of information, though many sites like Hotmail, Yahoo, and BBC world are banned. Some companies do have internet access, but all incoming and outgoing messages go through a government server. Government officials search messages for illegal content. Often mail does not reach recipients.

Many internet cafés have opened. It is used as a source of information, though many sites like Hotmail, Yahoo, and BBC world are banned. Some companies do have internet access, but all incoming and outgoing messages go through a government server.

There are no media institutions in Burma, though there are several outside the country run by exile Burmese. The Burma Project, established by the Soros Foundation, is supporting many information projects. It publishes Burma News Update - an occasional publication highlighting breaking news and providing important background information.

Overseas Burmese journalists, who advocate freedom of expression in Burma,

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established the Burma Media Association. Free Burma Resources actively campaigns against the country's military regime.

Burma is under heavy sanctions by the United States and the European Union. The economy is on the brink of collapse. Advertising can be seen in newspapers, but does not play a major role. Especially after the banking crisis in 2003, advertising reached a record low.

Once known as the rice basket of Asia, Burma is now regarded as one of the world's poorest nations. Its decline began with the outbreak of civil war shortly after the country gained independence from Britain in 1948. The assassination of independence leader Aung San and members of his cabinet, just months before colonial rule officially ended, was a major cause of the country's instability. Communist and ethnic insurgencies challenged the authority of the central government in Rangoon. The presence of a large contingent of Chinese Kuomintang (Nationalist) troops fleeing to northern Burma from victorious Communist forces in China later added to the confusion.

But it was the imposition of military rule in 1962 that set Burma firmly on the road to ruin. Gen Ne Win, who in 1958 had led a caretaker government that lasted two years, seized power again and set out to rule Burma under his absolute authority as head of the Burmese Socialist Program Party (BSPP). This lasted for 26 disastrous years. The country's relative prosperity, which had survived even the turmoil of the first decade of independence, was steadily eroded to the point that Burma was declared one of the world's Least Developed Countries by the United Nations in 1987.

This set the stage for another outbreak of unrest, this time originating in urban areas inhabited mainly by the ethnic Burman majority, which makes up approximately two-thirds of the country's population. The BSPP's sudden devaluation of the national currency, the kyat, in September 1987, triggered widespread protests that grew through the following year. By July 1988, Ne Win was forced to step down. But the protests continued, culminating on August 8, 1988, a significant date that had been set for a nationwide strike to demand the full restoration of democracy. The military responded with a bloody crackdown before withdrawing from sight.

After this, Burma enjoyed a brief 'democracy summer' that lasted until September 18, when military rule returned with a vengeance. A new regime calling itself the State Law and Order Restoration Council (SLORC) brutally suppressed demonstrations calling for an end to military rule, killing thousands and forcing thousands more to flee to border areas, where they joined forces with ethnic insurgent groups.

Despite its brutal handling of the dissent in 1988, the SLORC went ahead with promised elections in 1990. By this time, Daw Aung San Suu Kyi, daughter of Aung San, had emerged as a leading figure in the pro-democracy movement. Despite constant harassment by the military, her National League for Democracy (NLD) won an overwhelming victory in the elections. The results were never respected. The military regime, now called the State Peace and Development Council (SPDC), still remains in power nearly a decade later.

MAJOR MEDIA — Print

The Myanmar Times

Published	: Twice a week, since March 2000
Language	: Myanmar, English
Circulation	: 200,000 (Burmese edition), 35,000 (English edition)
Address	: No. 379/ 383, Bo Aung Kyaw Street, Kyauktada Township, Yangon
Telephone / Fax	: +951 25 36 46, +951 24 00 29/ +951 24 26 99
E-mail	: myanmartimes@mptmail.net.mm
Website	: http://www.myanmar.com/myanmartimes
Publisher	: Myanmar Consolidated Media (MCM); CEO Ross Dunkley, U Sonny Swe
Editor-in-Chief	: Ross Dunkley

The weekly English language paper features snazzy graphics, slick layout, and good paper. An Australian entrepreneur named Ross Dunkley publishes it. Dunkley previously served as managing director of the Vietnam Investment Review, one of the first private magazines in the heavily censored Myanmar.

The Myanmar Times opened a branch office in Mandalay early 2003. It is exempt from many of the rules that govern other publications in Rangoon, a fact that annoys its competitors. For example, the Times is the only Burmese paper to have carried fairly straight coverage of the ongoing talks between Aung San Suu Kyi and members of the ruling junta. On occasion, Suu Kyi's picture even appears on the inside pages of the paper. The Myanmar Times is also the only local paper to have mentioned recent releases of political prisoners, and to have noted that the ILO recently accused the Burmese military of using forced labour in rural areas.

Even though it is under the same strict censorship, it was the only paper that raised the growing AIDS epidemic, and was able to report on Aung San Su Kyi and the NLD, though not in depth. There are plans to launch a daily.

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MAJOR MEDIA — Print

The New Light of Myanmar

Published	: Daily
Language	: English, Myanmar
Address	: Strand Road at 43rd Street, Yangon, Yangon Division
Website	: http://www.myanmar.com/nlm/enim
Publisher	: Government of Myanmar

The official daily of the Myanmar Government launched in April 1993

Irrawaddy News

Published	: Since 1992
Language	: English
Advertising rate	: US\$ 135.00/ page, b/w; US\$ 220.00/ page, colour
Address	: P.O. Box 242 Chiang Mai University Post Office, Chiang Mai 50202, Thailand
E-mail	: aungzaw@irrawaddy.org , editors@irrawaddy.org
Website	: http://www.irrawaddy.org
Publisher	: Irrawaddy Publishing Group (IPG)
Editor-in-Chief	: U Aung Zaw

The Irrawaddy News was established in 1992 by Burmese citizens living in exile and is not affiliated with any political party or organization. The Irrawaddy News seeks to promote press freedom and access to unbiased information.

MYANMAR

MAJOR MEDIA — Television and Radio

Myanmar Radio and Television (MRTV)

On Air since	: 1980
Language	: Myanmar
Broadcasting hours	: 7.00am – 9.00am, 11.00am – 3.00pm, 4.00pm – 10.30pm
Address	: MRTV, 426 Pyay Road, Yangon
Telephone / Fax	: +95 1 53 18 50
Ownership	: Government of Myanmar
Director	: Ministry of Information

Radio Myanmar broadcasts every day in Bamar and eight national races languages. It broadcasts news, features, anyeint (traditional dance), and musical programmes together with commercials of entertainment, educational and business enterprises, all of which fall into the realm of public information.

City FM

On Air since	: 2002
Language	: Burmese
Audience	: Mostly young audience
Broadcasting hours	: 7.00am – 7.00pm
Address	: Public Relations and Information Department, Yangon City Development Council, City Hall, Sule Pagoda Road, Yangon
Telephone / Fax	: +95 1 20 40 52 Ext -267/ +95 1 24 60 16
E-mail	: priycdc@mptmail.net.mm
Ownership	: Operated by the Public Relations and Information Department of Yangon City Development Committee

MYANMAR

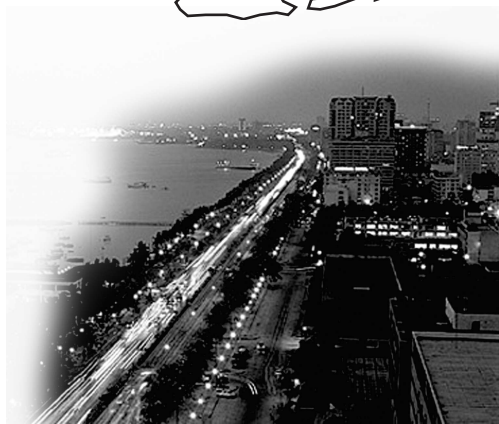
MAJOR MEDIA — Television and Radio

Myanmar Radio National Service (MRTV)

On Air since	: 1936 (changed names various times)
Language	: Burmese, English
Broadcasting hours	: 7.00am – 8.30am, 8.30am – 9.15am (English), 10.00am – 1.30pm, 1.30pm – 3.00pm (English), 4.00pm – 9.00pm
Address	: Myanmar Television and Radio Department, 426 Pyay Rd., Yangon
Telephone / Fax	: +95 1 53 18 50
Ownership	: Ministry of Information



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Modern mass media premiered in the Philippines when a movie house opened its doors to the public in downtown Manila in 1897. In the decades that followed, films steadily grew in popularity, turning film production into a lucrative industry. As this took place, radio and television reached the country's shores, keeping it in tune with the rest of the world.

Meanwhile, the print media, precursor to modern media, persisted along with many age-old communication forms such as the theatre. Like the other mass media, newspapers and magazines would also converge with wired and wireless information and communication technologies which began to proliferate in the country in a slow but steady pace since the late 1970s. Today the mass media landscape in the Philippines is marked by traditional, modern, and new media forms co-existing in an environment of free enterprise and expression.

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Print Media

The country's print media trace its roots to the early 17th century with the printing and circulation of a book on catechism entitled *Doctrina Christiana* under the direction of Spanish friars. In 1637 Tomas Pinpin, a Filipino printer, published the newsletter called *Sucesos Felices*. Two centuries later, in 1811, the first Philippine newspaper, *Del Superior Gobierno*, targeting the local Spanish population, came into circulation. At its helm as editor was the incumbent Spanish governor general.

Journalism grew steadily as a profession. In 1952, the National Press Club was organized "to promote cooperation among journalists and uphold press freedom and the dignity of journalists".

Time and again Philippine newspapers would be implicated in political developments in the country. Discontent and resistance to the Spanish colonial regime was articulated and emboldened by newspapers published by Filipinos in Europe and the Philippines in the late 19th century. Among the notable publications circulating in 1898, the year of the revolution, were *Kalayaan* (Liberty), run by the revolutionaries, and newspapers circulated by the Filipino diaspora in Europe: *La Independencia*, *La Libertad* and *El Heraldo*.

The press flourished under the American regime that supplanted the Spanish government. As English became the

lingua franca, so journalism was anglicized. The early influential newspapers of the period were: *The Manila Times* (1898), *The Bounding Billow and Official Gazette* (1898), *Manila Daily Bulletin* (1900), *Philippine Free Press* (1908), and *Philippines Herald*. Some of these survived the social upheavals of the century and are still in circulation to this day. Among those that reflected discontent under American rule were *El Nuevo Dia* (The New Day) published in Cebu, *El Renacimiento*, and *Sakdal*, a paper written in the Tagalog vernacular.

The Americans sought to suppress the press, but World War II and the Japanese occupation brought even more restrictions. Nevertheless, a number of newspapers managed to see print. *Manila Tribune*, *Taliba*, and *La Vanguardia*, among others, carried on alongside an underground press that sought to undermine Japanese rule.

The post-World War II period and the turnover of government by the Americans to the Filipinos in 1946 brought vigor to the Philippine press. Bold and fiery discussions of public issues were the norm especially in newspapers such as *The Manila Times*, *The Philippines Herald* and in the magazine, *The Philippine Free Press*.

Journalism grew steadily as a profession. In 1952, the National Press Club was organized "to promote cooperation among journalists and uphold press freedom and the dignity of journalists". In 1964 the Philippine Press Institute (PPI) was formed "to foster the development and improvement of journalism in the country."

The declaration of a state of martial law in 1972 brought tremendous restrictions to the exercise of press freedoms. The incumbent President, Ferdinand Marcos,

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assumed extensive emergency powers and used these to gag the press. Leading journalists were detained as the government took over and controlled newspapers and broadcast stations. Marcos created a propaganda machine, run by the Department of Public Information, which supervised mass media operations, disseminated government propaganda, and ensured the publication of 'objective news'. All mass media activity ceased unless granted a permit by the Department of Public Information.

In the early 1980s some newspapers resumed performing adversarial and watchdog roles. Notable were the tabloid WE Forum and its broadsheet affiliate, Pahayagang Malaya, Veritas, Business Day, Inquirer, and Mr. and Ms. Magazine.

Philippine print media today encompass an array of publications ranging from newspapers to comic books. The top five nationally circulated broadsheets have a combined circulation of 1.32 million, while the top five nationally circulated tabloids have 1.52 million.

Five Chinese broadsheets are published in Binondo, Manila's Chinatown, namely: Universal Daily News, China Times, World News, United Daily News, and Chinese Commercial News.

Time and again broadsheets written in the Filipino language would appear but were generally short-lived. Filipino has become the language of tabloids and English, the broadsheets.

Like many of their counterparts in other Asian countries, a declining readership has afflicted Philippine newspapers since the 1980s. A survey conducted in 2003 by the polling firm Social Weather Station

showed that of the respondents, only 11 per cent read newspapers while 60 per cent watched TV daily.

While the circulations of tabloids and broadsheets have stagnated since the 1980s, that of glossy, niche magazines have been growing. Three publishing firms dominate the sector, churning out about 40 monthly magazines. Summit Media has 16 titles with an average print run of 700,000 copies. ABS-CBN Publishing has 13 titles, and Mega Magazine and Publications, eight titles. Movie magazines such as Gossip, Glitter, Kislap, Hot Copy, Rumors, and Moviestars are thriving while newsmagazines such as Newsbreak, Free Press, and Graphic are struggling to keep in circulation.

Five Chinese broadsheets are published in Binondo, Manila's Chinatown, namely: Universal Daily News, China Times, World News, United Daily News, and Chinese Commercial News.

With a nationwide readership of about 16 million, illustrated comic books called 'Komiks' is clearly a dominant medium. Latest figures report that 46 Komiks titles are published either weekly or twice a week, narrating stories of love, heroism, adventure, magic, and horror. Among the popular ones are Aliwan, Lovelife, Beloved, True Horror, True Ghost, Shocker, and Halimaw.

Community newspapers have a significant presence. A total of 408 provincial publications dot the countryside, of which 30 are dailies, 292 weeklies and the rest

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monthly or quarterly publications. An average circulation of 2,000 has been reported.

Sun Star Publishing based in Cebu City revolutionized community newspaper publishing when it acquired a string of community newspapers to establish a publishing chain linking major cities in the archipelago from Baguio City in the northern part of the Luzon Islands to Davao City in the southern island of Mindanao. Attracted by the potentials of community newspaper publishing, the nation's largest circulating broadsheet, The Philippine Daily Inquirer has sought to gain a foothold in provincial journalism by launching the Cebu Daily News in Cebu City. In addition to Cebu City, community newspapers thrive in the urban centers of Iloilo City, Davao City, and Cagayan de Oro City.

Radio

While the Philippine print media has Hispanic roots, Philippine radio is American in origin. An American established Station KZKZ in 1924. Other stations were set up thereafter including the first provincial one, KZRC in Cebu, owned by the Radio Corporation of the Philippines. The oldest existing radio station today is DZRH which started in 1939 as KZRH. The last two letters stand for Radio Heacock, after its original owner who also owned a large chain of department stores in Manila. As commercial radio broadcasting flourished, the government sought to regulate it by setting up the Radio Control Office at the Department of Commerce.

Shortly before World War II, the American colonial government set up KZND. In the early months of the Japanese occupation, the resistance ran the clandestine Voice of Freedom. It shut down after the Japanese

conquered Bataan, the last bastion of resistance. The occupying Japanese operated a number of radio stations broadcasting in English and Japanese.

The first station to resume operations after the war was KZFM, which primarily relayed Voice of America programming. The station was transferred to the Philippine government in 1946. KZRH, owned by the Manila Broadcasting Company, was the first commercial station to open after the war.

As with the print media, radio was suppressed by the Marcos regime. In 1973 broadcasters formed the Kapisanan ng mga Broadkaster sa Pilipinas (Association of Broadcasters of the Philippines), a self-regulatory council.

Radio is a way of life for Filipinos. Scores of Filipinos tune in to the radio from the break of dawn when farming tips, music, and news crack the stillness, through the commentaries of early morning, through noontime when soap operas are aired, and in the evening when news and opinion programs - interrupted by calls for aid, health tips, and songs - fill the airwaves. Local and foreign pop music are aired round the clock.

Radio's enormous reach and influence was felt during the 1986 people's uprising that led to the overthrow of the Marcos regime. Manila's prelate, Jaime Cardinal Sin, aired over the Catholic radio station Radio Veritas an impassioned appeal to all freedom-loving Filipinos to rally in support of military officials who had withdrawn their support of the Marcos government. In response, hundreds of thousands of Filipinos took over EDSA, the city's main thoroughfare, for four days, until the Americans broke the impasse by spiriting Marcos to Hawaii on August 21, 1986. The clandestine station

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Radyo Bandido brought these events as they unfolded to millions of Filipinos.

Today, radio maintains its dominance all over Philippine mass media, reaching ten out of 12 million homes in 1999, or 85 to 90 per cent of the population. There are 25 million households with radio sets nationwide while only 8.52 have television sets. Station DZRH has the widest reach. With its satellite capability courtesy of Palapa B-4, DZRH can cover 97 per cent of the country. Average radio listening time is estimated at two to three hours a day. Metropolitan Manila is the nerve centre of the broadcast media but radio listenership tends to be much higher in areas beyond it, especially in rural areas.

Television

Experimentation in local television started as early as 1950 but it was only in 1953 when the first actual telecast was shown: a so-called variety show put up by DZAQ-TVTV, a station owned by the Alto Broadcasting System (ABS), which was controlled by Antonio Quirino, brother to then incumbent President Elpidio Quirino.

In 1956 the Lopez brothers set up the Chronicle Broadcasting System (CBN), bought Alto Broadcasting System and merged the two to bring life to ABS-CBN. The merger began to dominate the industry with its two TV stations and a growing network of radio stations. In 1961 Channel 7 (DZBB-TV) owned by the Republic Broadcasting System, and Channel 10 run by the government-owned Philippine Broadcast Service, commenced operations. In 1969 Radio Philippines Network opened Channel 9.

The Marcos regime seized the broadcast facilities of ABS-CBN in 1972 and

incarcerated its president, Eugenio Lopez Jr. A Marcos associate, Roberto Benedicto, ran the channels operated by ABS-CBN through the Banahaw Broadcasting Company, which operated Channel 2, and Kanlaon Broadcasting Company (KBS), which ran Channel 9. With the end of the Marcos regime, ABS-CBN began to reclaim its former dominant position in the industry.

There are 25 million households with radio sets nationwide while only 8.52 have television sets. Station DZRH has the widest reach. With its satellite capability courtesy of Palapa B-4, DZRH can cover 97 per cent of the country.

Latest figures indicate 137 television stations nationwide: 63 are originating, 50 are relay, and 24 ultra high frequency (UHF) stations. Cable TV is technically not considered part of the broadcast TV industry. Metro Manila has 12 TV stations (all types), Luzon 53, Visayas 28, and Mindanao 44 TV stations.

Most TV stations are part of the five major TV networks — ABS-CBN Broadcasting Corporation, Associated Broadcasting Corporation, GMA Network, Inc., Intercontinental Broadcasting Corporation (IBC), Radio Philippines Network (RPN), and People's Television Network, Inc. The biggest networks are ABS-CBN and GMA Network. ABS-CBN has 11 originating stations, 14 TV relay stations, and eight affiliate TV stations. GMA Network has two originating, 40 relays and seven affiliate stations.

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New Media

Cable TV, videocassette recorders and players, computers, and satellite television were introduced in the Philippines from the 1960s and the decades afterwards. The introduction of satellite programming by TV networks ABS-CBN and GMA in 1991 spurred interest in cable television. Community antenna TV (CATV) systems in many parts of the country receive broadcast signals from stations originating in Manila. Metro Manila is well served by a number of major cable systems, the biggest being Skycable and Home Cable, which offer at least 60 channels.

Phenomenal growth has also been seen in wired and wireless information and communication technologies. In urban areas, mobile phones have become a fashion accessory. There are 28.3 million cellphone subscribers as of the 2nd quarter of 2004, up by about 20 per cent from 2003.

Access to computers lags behind with only 1.53 million PCs in the entire country, or about two PCs for every 100 Filipinos (Lallana, 2004).

The country's first direct connection to the internet was set up in 1994. That same year, Mozcom started as the country's first commercial Internet Service Provider (ISP). More ISPs were set up as Congress passed the Omnibus Telecommunications Act in 1995, which deregulated the internet access industry. The government is committed to supporting internet freedom and adopting a free market approach to internet development.

With the proliferation of internet cafés and low-cost prepaid internet cards, the number of internet users have been rising.

From about 3.4 million users in 2002, there are up to five million today.

In October 1995, Business World became the first Philippine daily to go online. Major broadsheets such as the Manila Bulletin, Philippine Star, Manila Times, and the Philippine Daily Inquirer followed suit. In 2001, the Inquirer and GMA joined forces to create one web presence: INQ7, which gets 26.4 million page views and 705,000 unique visitors a month.

In 1996, ABS-CBN launched its news website abs-cbnNEWS.com, run by ABS-CBN Interactive Inc. (ABSi). The site has been reported to average 300,000 page views daily. Viewer traffic sharply increases in crisis situations. The birth of Filipino portals came when ABS-CBN launched Yehey and EDSA in 1998.

While the Philippines may lag behind its neighbors in computer access and use, it is up to par in technological expertise. Many Filipino computer experts hold key roles in firms in Europe, the US, and other countries. In 2000 the country held the world's attention when a 24-year-old computer student released the ILOVEYOU virus that caused technological and economic havoc worldwide. Congress rushed to pass the E-Commerce Act of 2000, stipulating penalties against computer hacking and the spread of viruses.

Linguistic diversity

Of the 87 languages spoken in the country, only a few are used by the mass media, and only Filipino is nearly as widespread as English in its use by the media.

English has become a major language of

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mass media. The early dominance of English was felt largely in the dailies. The number of English language dailies steadily increased from the onset of the American occupation. During the period 1902-1966, English dailies were far ahead of others in terms of number and circulation. The weekly press however, had a greater circulation in the vernacular, although no one vernacular equalled the circulation of English. Among the various vernaculars in use, Filipino is dominant.

The weekly press however, had a greater circulation in the vernacular, although no one vernacular equalled the circulation of English. Among the various vernaculars in use, Filipino is dominant.

Today English is the language of the mass media of the social class which has the better command of it: the comparatively better educated upper class which reads broadsheets, owns video recorders and players, has internet access at home and enjoys other expensive amenities of life. On the other hand, the vernaculars, particularly Filipino, are the languages of the mass media (such as AM radio, tabloids, and Komiks) patronized by the less educated lower classes.

Rights and Privileges of the Press

The Philippines takes pride in its free press. The Philippine press is known to be rambunctious, Filipino journalists remarkably outspoken, and the society in

general, notably receptive to debate and open disputes. Filipinos strongly adhere to press freedom as a basic human right, as an inalienable right inherent in the exercise of democracy. Hence, press freedom in the Philippines is a fundamental constitutional right well protected in public law. The country's first Constitution as well as the Constitutions of 1974 and 1987 provides that "no law shall be passed abridging the freedom of speech and of the press."

This notwithstanding, statutes have been passed which provide for the registration of periodicals, the licensing of radio and television and the review of motion pictures. Moreover, cases have been brought to court seeking penalty for utterances which are alleged to disturb or harm public order or security, public morals, private reputations, and the right of privacy, or the integrity or efficiency of public bodies like Congress and the courts. While the courts generally grant the press great leeway for its activities, these statutes and cases have served to intimidate the press, especially in times of political uncertainties.

Many times in the country's history, the Filipinos have had to defend the free press. The most trying times occurred towards the end of the Spanish rule, the early years of the American regime, and during the Marcos regime. But it has not been only during periods of political turmoil when many journalists have put their lives and liberties on the line in defense of truth and the right to be heard: In recent years, violence against journalists has been on the rise. Twelve journalists were killed in 2004, most of them victims of murder, prompting journalists to hold rallies nationwide in November to demand justice for their slain colleagues.

Media Ownership

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The political economy of the Philippine media is presumably another source of pressure upon the media, and is possibly a more sinister restrictive force. The country's mass media are invariably owned by commercial or privately-owned establishments dependent on the audience, advertising, or the patronage of powerful interests for their survival.

The government also controls a number of 'sequestered' publications, radio, and TV stations that are suspected to be part of 'hidden wealth' of the Marcoses and their relatives and cronies. Among these are the media run by the Philippine Journalists Inc, Radio Philippines Network, and Banahaw Broadcasting Corporation.

Inquirer and most of the major national and provincial newspapers and news magazines in the country are members of the , founded in 1964 to promote ethical standards in the profession through training, to protect journalists' rights, and in general, work for the welfare of journalists.

Self-regulation

Adhering to tenets of social responsibility and in response to the scrutiny of civil society, the Philippine media have sought to exercise self-regulation to endorse and enforce professional standards. Among the major print media, the Philippine Daily

Inquirer has a resident ombudsman. Inquirer and most of the major national and provincial newspapers and news magazines in the country are members of the , founded in 1964 to promote ethical standards in the profession through training, to protect journalists' rights, and in general, work for the welfare of journalists.

The broadcast industry practices self-regulation through the Kapisanan ng mga Brodkaster sa Pilipinas (National Association of Broadcasters of the Philippines), or KBP, organized in 1973. KBP has promulgated codes of ethics for radio and television and established guidelines for their practice. The codes set program standards for news, public affairs, and commentaries, political broadcasts, children's and religious programming, television advertising, and the coverage of violence and other sensitive matters. Similar practices of self-regulation have been set in the film industry through The Movies and Television Review and Classification Board (MTRCB) and in the advertising industry through the Advertising Board of the Philippines (ADBOARD).

Training institutes such as the Konrad Adenauer Center for Journalism at the Ateneo de Manila University (CFJ) also help promote professional standards and social responsibility in the news media. Since its founding in 2000 by the Konrad-Adenauer-Stiftung and the Ateneo, CFJ has become an important venue for the training and education of journalists in the Philippines and its neighbors in Asia and the Pacific Islands. Other advocates of responsible journalism are the Philippine Center for Investigative Journalism (PCIJ) and the Center for Media Freedom and Responsibility (CMFR).

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MAJOR MEDIA — Print

BusinessWorld

Published	:	Daily, since 1967
Language	:	English
Circulation	:	Nationwide
Market	:	Business sector
Address	:	Raul L. Locsin Building II, 1311 E. Rodriguez, Sr. Avenue, New Manila, Quezon City 1112
Telephone / Fax	:	Direct line: +63 2 535 99 23, Trunk line: +63 2 535 990/ +63 2 535 99 26
E-mail	:	bdg@bworldonline.com, editors@bworldonline.net
Publisher/ Editor-in-Chief	:	Leticia M. Locsin
Online Version	:	http://www.bworldonline.com
Editor-in-Chief	:	Michael D. Marasigan
Membership	:	Philippine Press Institute, United Print Media Group

Business World is the reincarnation of Business Day, the country's first business daily. The paper expanded its operations in the years that followed, eventually becoming one of the region's major business dailies and respected newspapers. The paper closed down after a labour problem and re-opened as BusinessWorld.

The Daily Tribune

Published	:	Daily, since 2000
Language	:	English
Circulation	:	Nationwide, 130,000
Average pages	:	26
Market	:	General readership
Telephone / Fax	:	+63 2 521 55 11/ +63 2 521 55 22
E-mail	:	nco@tribune.net.ph
Publisher	:	The Tribune Publishing Co Inc
Editor-in-Chief	:	Ninez Cacho-Olivarez
Online Version	:	http://www.tribune.net.ph
E-mail (Online Version)	:	webmaster@tribune.net.ph

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MAJOR MEDIA — Print

Newspaper Malaya

Published	: Daily, since 1981
Language	: English
Circulation	: Nationwide, 150,000
Address	: People's Independent Media, Inc 371 Bonifacio Drive, Port Area, Manila 1018
Telephone / Fax	: +63 2 527 18 41, +63 527 72 42/ +63 527 76 51
Publisher	: Amado Macasaet
Editor-in-Chief	: Enrique Romualdez
Online Version	: http://www.malaya.com.ph
Editor-in-Chief	: Joy Delos Reyes

Malaya means 'free' in the Filipino language. Founded in 1981 as a Tagalog newspaper by Jose Burgos Jr., Malaya shifted to English when its sister publication, We Forum, was closed down by the Marcos government in 1983. During the politically troubled Marcos years from 1983 to 1986, Malaya was at the forefront giving readers the correct picture.

Manila Bulletin

Published	: Daily, since 1900
Language	: English
Circulation	: Nationwide; 280,000 (weekdays); 300,000 (Sunday)
Address	: G/F The Atrium of Makati, Makati Avenue, Makati City
Telephone / Fax	: +63 2 527 81 21 to 35/ +63 2 527 75 34
E-mail	: bulletin@mb.com.ph
Publisher	: Emilio Yap
Editor-in-Chief	: Ben Rodriguez
Online Version	: http://www.mb.com.ph

Manila Times

Published	: Daily, since 1898
Language	: English
Circulation	: Nationwide; 180,446
E-mail	: newsboy1@manilatimes.net
Publisher	: The Manila Times Publishing Corp
Editor-in-Chief	: Cipriano Roxas
Online Version	: http://www.manilatimes.net

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MAJOR MEDIA — Print

Philippine Daily Inquirer

Published	:	Daily, since 1985
Language	:	English
Circulation	:	Nationwide; 257,416 (weekdays); 268,575 (Sunday)
Address	:	9th floor Rufino Building, 6784 Ayala Avenue corner VA Rufino St., Makati City 1226
Telephone / Fax	:	+63 2 892 18 29/ +63 2 813 08 18
E-mail	:	feedback@inq7.net
Publisher	:	Isagani Yambot
Editor-in-Chief	:	Letty J. Magsanoc
Online Version	:	http://www.inq7.net
Editor-in-Chief	:	Javier Vicente Rufino
Hits/ Pageviews	:	30,000,000/ month

The Inquirer began as one of the newspapers of the 'mosquito press' during the last days of the Marcos regime and gained credibility through its hard-hitting stories exposing the regime's abuses. After the overthrow of Marcos, Inquirer grew to become one of the country's biggest mainstream newspapers. Its online version, INQ7.net, is a joint venture of two Philippine media giants - the Philippine Daily Inquirer Inc and GMA Network Inc - providing online news, wireless content for mobile phones (SMS and WAP) and personal digital assistants. It also offers streaming audio and video from GMA-7's popular radio and TV programs.

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MAJOR MEDIA — Television

ABS-CBN Channel 2 (DWWX-TV)

On air since	: 1953
Language	: English, Filipino
Audience share	: 49%
Address	: Sgt. E.A. Esguerra Ave. cor. Mother Ignacia St., 1103 Quezon City
Telephone / Fax	: +63 2 415 22 72/ +63 2 431 93 68
E-mail	: cybele_lucero@abs.pinoycentral.com
Website	: http://www.abs-cbn.com
Ownership	: ABS-CBN Corporation
Chairman & CEO	: Eugenio Lopez III
News Director	: Ricardo Puno Jr.
Satellite Channels	: Pas 8, LMI 1, Atlantic Bird 3, Intelsat Americas 5

ABS-CBN Broadcasting Corporation (known as 'ABS-CBN' or the 'Company') is the largest integrated media and entertainment company in the Philippines. It is involved in television and radio broadcasting, as well as the production of television programming for domestic and international audiences.

The Company's Very High Frequency (VHF) television network (which consists of its flagship station in Metro Manila, Channel 2, 23 other owned and operated television stations, and ten affiliated stations) is the leading television network in the Philippines. The Company also operates Studio 23, the leading Ultra High Frequency (UHF) television network, with 35 television stations.

The Company is also one of the leading radio broadcasting companies, owning 19 AM and FM radio stations and ten affiliated radio stations throughout the country. Its anchor radio stations in Manila, DZMM and DWRR, are the highest-rated stations in Metro Manila in the AM and FM bands, respectively.

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MAJOR MEDIA — Television

GMA Channel 7 (DZBB-TV)

On air since	: October 29, 1961
Language	: English, Filipino
Audience share	: 29.3% news viewership
Advertising share	: 30.3%
Address	: GMA New Media Inc, GMA NETWORK Center, EDSA Corner Timog Ave., Diliman, 1103 Quezon City
Telephone / Fax	: +63 2 928 70 21 to 24/ +63 2 426 39 25
E-mail	: yourgmfamily@gmanetwork.com
Website	: http://www.igma.tv
Chairman & CEO	: Atty. Felipe L. Gozon
News Director	: Jessica Soho
Satellite Channel	: Measat 2, Agila 2 (Dream Satellite TV)

By constantly innovating, GMA has set trends in the broadcast industry, such as viewer participation in polls, interaction with other viewers on-air, and feedback through text messaging in several GMA programs. Most program content is local in origin. A number of foreign programs originate from the USA, Mexico and Taiwan. GMA has a network of 45 VHF and two affiliate stations nationwide.

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MAJOR MEDIA — Television

IBC Channel 13

On air since	: February 1975
Language	: English, Filipino
Address	: Broadcast City Complex, Capitol Hills, Quezon City
Telephone	: +63 2 925 40 02
E-mail	: info@ibc.com.ph
Ownership	: Intercontinental Broadcasting Corporation
President	: Renato Bello
News Director	: Amelita Rabadam
Satellite Channel	: Agila 2, Agila 2 (Dream Satellite TV)

Roberto Benedicto, a Marcos crony, bought the rights to Channel 13 from another network in 1975. He owned the station until it was sequestered in 1986, following the overthrow of the Marcos regime. Up until then it was the top-rated station in the country. From 1996 to 2002, airing Philippine Basketball Association games boosted the station's ratings. Many of its primetime programs are canned shows from the US.

RPN Channel 9

On air since	: Mid-1969s
Language	: English, Filipino
Address	: Broadcast City, Capitol Hills Diliman, Quezon City
Telephone / Fax	: +63 2 931 86 45 / +63 2 931 86 40
E-mail	: tmm@rpn9.com
Ownership	: Radio Philippines Network (President: Cerge Remonde)
News Director	: Senen Manahan
Satellite Channel	: Agila 2, Agila 2 (Dream Satellite TV)

Roberto Benedicto owned the station until the government sequestered it in the aftermath of the overthrow of the Marcos regime in 1986. The station is known for sparking the craze for canned soap operas from Mexico, 'telenovelas', when it aired the series "Marimar" in 1996. Many of its primetime programmes are canned shows from the US.

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MAJOR MEDIA — Television

ABC Channel 5

On air since	: 1960
Language	: English, Filipino
Address	: 762 Quirino Highway, San Bartolome, Novaliches, Quezon City
Telephone / Fax	: +63 2 936 25 51 to 66/ +63 2 936 25 02
E-mail	: corpaf@abc5tv.com
Website	: http://www.abc5tv.com
Ownership	: Associated Broadcasting Company
News Director	: Manny Sanchez

ABC Channel 5 began operating in 1960 as DZTM-TV. It belonged to the media conglomerate owned by the Roces family, publishers and owners of the daily Manila Times. It closed down on declaration of martial law on September 21, 1972, and re-opened only in 1992. Its widely popular nightly newscast, "The Big News", resumed telecasting. Today, ABC has 15 stations, 100-plus cable TV affiliates countrywide, and runs DWET-FM. It has earned honours and awards both locally and abroad for its programs. Because of its capabilities and track record, in 1999, ABC obtained the last remaining UHF frequency, Channel 47, winning over a field of competitors.

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MAJOR MEDIA — Television

Net 25

On air since	: July 27, 1999
Language	: English, Filipino
Broadcasting hours	: 8.00am – midnight
Market	: CDE income classes
Address	: Maligaya Bldg. 2, 887 EDSA, Quezon City
Telephone / Fax	: +63 2 981 11 91 / +63 2 981 11 92
E-mail	: info@net-25.com
Ownership	: Eagle Broadcasting Corporation
Satellite Channel	: PAS 8, Agila 2 (Dream Satellite TV)

NET 25, a free TV channel, is the UHF TV station of Eagle Broadcasting Corporation (EBC). It is on Channel 25 on terrestrial TV and is carried by major cable operators in the country, led by Skycable (Channel 62 or 70), Home (Channel 55), and Destiny (Channel 41). It is aired by 416 cable operators nationwide via the Mabuhay Aguila 2 satellite, and re-transmitted through the DTH system of Dream Broadcasting Corporation (Channel 18). Most local shows are produced by the religious group Iglesia ni Cristo. Most foreign shows are imported from TechTV, a US cable channel owner.

Zoe 11 (DZOE-TV)

On air since	: April 19, 1998
Language	: English, Filipino
Address	: 22/F Strata 2000 Bldg., Emerald Ave., Ortigas Center, Pasig City
Telephone / Fax	: +63 2 638 34 68
Ownership	: Zoe Broadcasting Network
Managing Director	: Emmanuel Joel Villanueva

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MAJOR MEDIA — Television

Studio 23 (DWAC-TV)

On air since	: October 12, 1996
Language	: English, Filipino
Address	: 3/F Main Building, ABS-CBN Broadcast Center, Sgt. E.A. Esguerra Ave., Diliman, Quezon City 1103
Telephone	: +63 2 415 22 72, locals -2502, -5169
E-mail	: studio23@abs.pinoycentral.com
Website	: http://www.abs-cbn.com/studio23
Ownership	: Studio 23 (a subsidiary of ABS-CBN)
News Director	: Ricardo Puno Jr

STUDIO 23 sought to target an upscale market its parent company, ABS-CBN, was no longer servicing. MTV was aired upon its launch and two days later, its first newscast: NEWS 23. Basketball became one of the station's selling points.

MAJOR MEDIA — Directory of Major Radio Stations

AM Radio Stations • Manila

DZXL

On air since	: Early 1960s (as DZHP, changed to DZXL in 1975)
Language	: Filipino
Address	: 2/F FRDC Building, 106 E. Rodriguez Jr. Ave., Bo. Ugong, Pasig City
Telephone	: +63 2 671 35 58, +63 2 671 42 31
E-mail	: rmnmanila@rmn.ph
Website	: http://www.rmn.com.ph
Ownership	: Radio Mindanao Network
President	: Eric Canoy
News Director	: Mr. Buddy Oberas

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

AM Radio Stations • Manila

DZBB (SuperRadyo)

On air since	: June 14, 1950
Language	: Filipino
Address	: GMA Complex, Epifanio De Los Santos Ave., Cor. 11th Jamboree St., Diliman, Quezon City 1103
Telephone	: +632 924 30 18, -22
E-mail	: rgma@gmanetwork.com
Website	: http://
Ownership	: GMA Network Inc

Robert "Bob" Stewart sent the first signals of radio station DZBB from a makeshift studio in Escolta, Manila. This small station became noted for its pioneering programs and notable coverages such as that of the eruption of Mt. Hibok-Hibok in 1951 and the presidential election in 1953, which was won by Ramon Magsaysay.

DZMM

On air since	: Mid-1960s (forced to close down due to Martial Law in 1972; re-opened in 1986)
Language	: Filipino
Address	: ABS-CBN Broadcast Center, Sgt. E.A. Esguerra Ave., Diliman, Quezon City 1103
Telephone	: +63 2 924 41 01, +63 2 415 22 72, +63 2 416 63 00
Website	: http://www.tfc-na.com/tfc/radio/dzmm.asp
Ownership	: ABS-CBN

Prior to its closure in 1972, upon the declaration of a state of martial law in the country, DZMM was an English AM station playing music. When the station re-opened in 1986, programming was dominated by news and commentary following the so-called 'Radyo Patrol' format which brought in breaking news, news updates and opinions live.

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

AM Radio Stations • Manila

DZRH

On air since	:	July 15, 1939
Language	:	Filipino
Address	:	Star City Complex, Roxas Boulevard, Pasay City
Telephone	:	+63 2 832 61 27, -75
Ownership	:	Primax Broadcasting Network Inc

The station began airing as KZRH back in 1939. “RH” stands for “Radio Heacock” named after H.E. Heacock, the station’s original owner. KZRH was the first to break the news of the Japanese attack on Pearl Harbor. It was the ‘Voice of Freedom’ in the dark days of the siege of Corregidor. In 1972 it was shut down when former President Ferdinand E. Marcos declared Martial Law. In 1994 the DZRH Satellite Radio Network was launched, extending the station’s coverage to 97 per cent of the country’s communities.

DZRV (Radio Veritas)

On air since	:	1969
Language	:	Filipino
Address	:	162 West Ave. cor. Epifanio De Los Santos Ave., Quezon City
Telephone	:	+63 2 925 79 31
E-mail	:	dzrv846@info.com.ph

Radio Veritas is well remembered for airing Manila Archbishop Jaime Cardinal Sin’s call that mobilized hundreds of thousands of people to join in the first People Power Revolt in February 1986.

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

AM Radio Stations • Cebu

DYHP

On air since : 1963
Language : Cebuano
Address : 2/F Gold Palace Building, 168 Osmena Boulevard,
Cebu City 6000
Telephone : +63 32 256 19 16, -19

DYXR

Language : Cebuano
Address : 3/F Cinco Centrum, Fuente Osmena, Cebu City 6000
Telephone : +63 32 254 77 67

DYMF

Language : Cebuano
Address : 87-A Borromeo St., Cebu City 6000
Telephone : +63 32 256 08 34

DYSS

Language : Cebuano
Address : GMA Skyview Complex, Nievel Hills, Lahug,
Cebu City 6000
Telephone : +63 32 231 48 29
Ownership : GMA 7 Manila

DYAB

Language : Cebuano
Address : ABS-CBN Broadcast Complex, North Road,
Jagobiao, Mandaue City, Cebu 6014
Telephone : +63 32 422 19 50 to 59
E-mail : tatasy@abs.pinotcentral.com
Ownership : ABS-CBN

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

AM Radio Stations • Davao

DXMF

Language : Bisaya/ Cebuano
Address : CBS Development Corporation Building,
San Pedro St., Davao City 8000
Telephone : +63 82 225 37 26

DXDC

On air since : the late 1950s
Language : Bisaya/ Cebuano
Address : 2/F San Vicente Building, cor. Anda and Bonifacio
Sts., Davao City 8000
Telephone : +63 82 221 72 85

DXGO

Language : Bisaya/ Cebuano
Address : Pacific Building, Duterte Road, Brgy. Castillo,
Agdao, Davao City 8000
Telephone : +63 82 227 13 68, -69
Ownership : GMA Manila

DXGM

Language : Bisaya/ Cebuano
Address : Amesco Building, Damaso Suazo St., Uyanguren,
Davao City 8000
Telephone : +63 82 224 06 80, -81

DXAB

Language : Bisaya/ Cebuano
Address : ABS-CBN Broadcast Complex, Shrine Hills, Matina,
Davao City 8000
Telephone : +63 82 296 19 11 to 17, +63 82 300 10 27,
+63 82 297 62 24
E-mail : kimhife@abs.pinoycentral.com

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

FM Radio Stations • Manila

DWAV (Wave 89.1)

On air since	:	March 2001
Language	:	English
Address	:	Unit 201, Strata 2000 Building, Emerald Ave., Ortigas Center, Pasig City
Telephone	:	+63 2 634 92 83
Website	:	http://www.wave891.fm
E-mail	:	wave891@wav891.fm
Station manager / Director	:	Rolando Sulit

DWTM (Magic 89.9)

On air since	:	1986
Language	:	English
Address	:	Unit 907, Paragon Plaza, Epifanio De Los Santos Ave. cor. Reliance St., Mandaluyong City 1550
Telephone	:	+63 2 638 25 13
E-mail	:	magic@magic899.fm
Website	:	http://www.magic899.fm
Station manager / Director	:	Nelson Capulso

DWRX

Language	:	English
Address	:	17/F Strata 2000 Building, Emerald Ave., Ortigas Center, Pasig City
Telephone	:	+63 2 633 54 14, -15
E-mail	:	info@rx931.com
Website	:	http://www.rx931.com
Station manager / Director	:	Divine Dolina

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

FM Radio Stations • Manila

DWYS (Yes FM)

Language : Tagalog
Address : Star City Complex, Pasay City
Telephone : +63 2 832 61 27, -75
Station manager /
Director : Juan Elizalde

DWRR

Language : English/ Tagalog
Address : ABS-CBN Broadcasting Center, Sgt.E.A.Esguerra Ave., Diliman, Quezon City 1103
Telephone : +63 2 924 41 01, +63 2 924 26 84
Website : <http://www.tfc-na.com/tfc/radio/wrr.asp>
Station manager /
Director : Bombie Balquiedra

FM Radio Stations • Cebu

DYHR

Address : 2/F Cinco Centrum Building, Fuente Osmena, Cebu City 6000
Telephone : +63 32 231 23 74, -84
Station manager /
Director : Allan Montecarlos

DYBN

Language : English
Address : Boy Scout Camp, Capitol Hills, Lahug, Cebu City 6000
Telephone / Fax : +63 32 254 10 46
Website : <http://www,killerbee.fm/subdomains/cebu>
Station manager /
Director : Jerome Calatrava

PHILIPPINES

MAJOR MEDIA — Directory of Major Radio Stations

FM Radio Stations • Cebu

DYMX

Address : CBS Development Corporation Building, 140 M. Veles St., Cebu City 6000
Telephone : +63 32 253 03 17, +63 32 253 22 04
Station manager /
Director : Jose Ocampo III, Louie Espino

DYLS

Address : ABS-CBN Broadcast Complex, North Road, Jagobiao, Mandaue City, Cebu 6014
Telephone : +63 32 422 19 50 to 59
E-mail : tatsy@abs.pinoycentral.com
Station manager /
Director : Tata Sy

DYBU

Address : 2/F Cinco Centrum Building, Fuente Osmena, Cebu City 6000
Telephone : +63 32 253 48 59, +63 32 254 61 71
Station manager /
Director : Albert Tabanao

FM Radio Stations • Davao

DXDR

On air since : April 1996
Language : 60% Cebuano, 40% Tagalog
Address : 5/F State Investment Trust Building, CM Recto Ave., Davao City 8000
Telephone : +63 82 222 02 06
E-mail : energyfmdavao@yahoo.com
Station manager /
Director : Noel Amoroso

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MAJOR MEDIA — Directory of Major Radio Stations

FM Radio Stations • Davao

DXBM

Address : 6/F Aldevinco Building, CM Recto Ave.,
Davao City 8000

Telephone : +63 82 226 20 20, +63 82 226 38 56

Station manager /
Director : Wilson Entrata

DXKX

Address : Door #4, Jocar Complex II, Guerrero St.,
Davao City 8000

Telephone : +63 82 222 91 50

Station manager /
Director : Jacky Marquez

DXFX

Address : CBS Development Corporation Building,
San Pedro St., Davao City 8000

Telephone : +63 82 222 59 24

Station manager /
Director : Roderick Cejes

DXRR

Address : ABS-CBN Broadcast Complex, Shrine Hills, Matina,
Davao City 8000

Telephone : +63 82 296 19 11 to 17, +63 82 300 10 27,
+63 82 297 62 24

E-mail : kimhife@abs.pinoycentral.com

Station manager /
Director : Kim Hife

PHILIPPINES

OTHER MEDIA — Local Newspapers

The Freeman

Published	:	Daily, since 1919
Language	:	English
Circulation	:	40,000
Market	:	General readership
Address	:	J&J's Building 107-109, V. Gullas St., Cebu City 6000
Telephone / Fax	:	+63 32 253 12 76 to 78/ +63 32 253 12 76
E-mail	:	freeman@mozcom.com
Editor-in-Chief	:	Jerry Tundag
Online version	:	
Distribution	:	Within Metro Cebu

Cebu Daily News

Published	:	Daily
Language	:	English
Circulation	:	32,000
Address	:	18-15 Escario St., Cebu City 6000
Telephone / Fax	:	+63 32 231 07 38, +63 32 232 76 18/ +63 32 232 76 12
E-mail	:	editorial@cebudailynews.com.ph
Publisher	:	Eileen Mangubat
Distribution	:	Within Metro Cebu

Banat News

Published	:	Daily
Circulation	:	10,000
Address	:	V. Gullas St. cor. D. Jakosalem St., Cebu City 6000
Telephone / Fax	:	+63 32 253 12 76 to 78/ +63 32 253 12 76
E-mail	:	banatnews@eudoraimail.com
Publisher	:	Juanito Jabat
Distribution	:	Within Metro Cebu

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OTHER MEDIA — Local Newspapers

SunStar Cebu

Published	: Daily, since 1982
Language	: English
Circulation	: 40,000
Market	: General readership
Address	: SunStar Building, P. del Rosario St., Cebu City 6000
Telephone / Fax	: +63 32 254 61 00/ +63 32 253 72 56
E-mail	: centralnewsroom@sunstar.com.ph
Publisher	: SunStar Publishing Inc
Editor-in-Chief	: Atty. Pachico Seares
Online version	: http://www.sunstar.com.ph/cebu
Editor (Online)	: Marlen Limpag
Hits per day	: 20,820
Distribution	: Within Metro Cebu

SunStar SuperBalita Cebu

Published	: Daily
Language	: Cebuano
Circulation	: 40,000
Address	: SunStar Building, P. del Rosario St., Cebu City 6000
Telephone / Fax	: +63 32 254 61 00/ +63 32 253 72 56
E-mail	: superbalita@sunstar.com.ph
Publisher	: SunStar Publishing Inc
Editor-in-Chief	: Atty. Pachico Seares
Distribution	: Within Metro Cebu

The Mindanao Daily Mirror

Published	: Daily
Language	: English
Circulation	: 20,000
Address	: 270 Ramon Magsaysay Ave., Davao City 8000
Telephone / Fax	: +63 82 227 57 16, +63 82 224 28 48/ +63 82 227 93 47
E-mail	: mirror2@skyinet.net
Editor-in-Chief	: Marietta Siongco
Distribution	: Within Metro Davao

PHILIPPINES

OTHER MEDIA — Local Newspapers

Mindanao Times

Published	: Daily, since 1946
Language	: English
Circulation	: 50,000
Address	: UMBN Broadcast Centre, P. Reyes St., Davao City 8000
Telephone / Fax	: +63 82 221 30 06/ +63 82 221 78 24
E-mail	: timesmen@mozcom.com
Online version	: http://www.mindanaotimes.com.ph
Hits per day	: 4,420 (September 2004)
Distribution	: Within Metro Davao

SunStar Davao

Language	: English
Circulation	: 20,000
Address	: Granland Door 5 and 6, Warehouse and Business Center, R. Castillo St., Agdao, Davao City 8000
Telephone/ Fax	: +63 82 235 10 04 to 09/ +63 82 235 10 06
E-mail	: ed_davao@sunstar.com.ph
Publisher	: Antonio Ajero
Editor-in-Chief	: Stella Estremera
Online version	: http://www.sunstar.com.ph/davao
Distribution	: Within Metro Davao

SunStar SuperBalita Davao

Published	: Daily
Language	: Cebuano
Circulation	: 20,000 (weekdays); 6,000 (Sunday)
Address	: Granland Door 5 and 6, Warehouse and Business Center, R. Castillo St., Agdao, Davao City 8000
Telephone/ Fax	: +63 82 235 10 04 to 09/ +63 82 235 10 06
Distribution	: Within Metro Davao

PHILIPPINES

OTHER MEDIA — Magazines

Three publishing houses dominate magazine publication in Philippines. The biggest of them is ABS-CBN Publishing, which was established in 1992 as Guide Publication Inc with the acquisition of Metro, a publication of Guide and Metro. In 1996 the company changed its name to Benpres Publishing Inc. In 1997 it diversified into three major divisions: pre-press, printing, and digital imaging, and launched a joint venture with SkyCable and Guide magazine in 1998. The next year, it launched pocketbooks "Maalaala Mo Kaya" and "Sandaling Kailangan Mo Ako", in a joint venture with Star Magic (another ABS-CBN subsidiary).

In 2000 the company changed its name to ABS-CBN Publishing Inc. It has launched a number of magazines such as StarStudio, Okatokat, Flames, Cool Hearts, Chalk, MetroWeddings, MetroWorkingMom, The Best of Food Magazine Cookbook, Coffee Table Book, Pink, Step by Step Cookbook, Metro Home and Entertaining and Metro Shopping, MetroActive, The Buzz Magasin, The Buzz Reload, Teleserye Magazine, Questor and MetroSociety. The other major Publishing houses are Mega Magazines and Publishing Inc and Summit Media.

ABS ABS-CBN Publishing

President	:	Ernesto Lopez
Address	:	4/F ELJ Communications Center, ABS-CBN Broadcast Center, Eugenio Lopez Ave., Diliman, Quezon City 1103
Telephone/ Fax	:	+63 2 924 41 01, +63 2 415 22 72/ +63 2 415 12 15, +63 2 415 28 53

Mega Magazines and Publishing Inc.

Address	:	18/F Strata 100 Building, Emerald Ave., Ortigas Center, Pasig City 1605
Telephone/ Fax	:	+63 2 631 49 59, +63 2 631 28 59/ +63 2 631 28 62, +63 2 634 26 16
President & CEO	:	Rosario Yap

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OTHER MEDIA — Magazines

Summit Media

Address	:	Level 1 Robinson's Galleria Mall, Epifanio De Los Santos Ave., cor. Ortigas Ave., Quezon City
Telephone/ Fax	:	+63 2 631 89 71/ +63 2 637 22 06, +63 2 631 77 48
Publisher	:	Lisa Gokongwei

Lifestyle and Fashion Magazines:

Cosmopolitan Philippines

Language	:	English
Circulation	:	60,000/ month
Market	:	Readers with estimated monthly income of above P 30,000/ month
Publisher	:	Summit
Editor-in-Chief	:	Myrza Sison

FHM Philippines

Language	:	English
Circulation	:	40,000/ month
Market	:	Readers with estimated monthly income of above P 30,000/ month
Advertising rates	:	P 142,000/ Outside Back Cover (OBC); P 214,000/ Inside Front Cover (IFC); P 116,000/ Inside Back Cover (IBC)
Publisher	:	Summit
Editor-in-Chief	:	Eric Ramos

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OTHER MEDIA — Magazines

Lifestyle and Fashion Magazines:

Food

Language	:	English
Circulation	:	70,000/ month
Market	:	80% readers are 18-40 years old; 55% spend P 4,000-P 7,000/ month on food; 9 out of 10 readers see cooking as an expression of love; 9 out of 10 readers also see food as a primary means of comfort and entertainment
Publisher	:	ABS-CBN Publishing
Editor-in-Chief	:	Norma Olizon-Chikiamco

Lifestyle Asia

Language	:	English
Circulation	:	43,350/ month
Publisher	:	Mega

Mega Magazine

Language	:	English
Circulation	:	65,000/ month
Publisher	:	Mega
Editor-in-Chief	:	Liza Ilarde

Metro

Language	:	English
Circulation	:	80,000/ month
Market	:	People who have a monthly household income of at least P 101,000; 70% have a monthly personal income of P 70,000
Publisher	:	ABS-CBN Publishing
Editor-in-Chief	:	Thelma Sioson-San Juan

PHILIPPINES

OTHER MEDIA — Magazines

Lifestyle and Fashion Magazines:

MetroActive

Language	: English
Market	: Young couples with small children, adventure and sports enthusiasts, singles and yuppies with disposable income
Publisher	: ABS-CBN Publishing
Editor-in-Chief	: Annie Alejo

Metro Home and Entertaining

Language	: English
Market	: Readers are 25-40 years old, with income of at least P 50,000/ month
Publisher	: ABS-CBN Publishing

MetroShopping

Language	: English
Market	: Predominantly A, B, and upper C females (19-39 years old); students supported by parents or young professionals with mid-high paying active jobs
Publisher	: ABS-CBN Publishing

My Home

Language	: English
Circulation	: 60,000/ bimonthly
Publisher	: Summit

Preview

Language	: English
Circulation	: 45,000/ month
Market	: Women from A-B income classes
Advertising rates	: P 123,000 (OBC); P 161,000 (IFC); P 88,000 (IBC)
Publisher	: Summit
Editor-in-Chief	: Pauline Suaco-Juan

PHILIPPINES

OTHER MEDIA — Magazines

Fun and Entertainment Magazines:

StarStudio

Language	: English (Tagalog edition)
Circulation	: 150,000/ week
Market	: 85.4% female, 41% 20-29 years old, 78.8% singles and 58.8% young professionals
Publisher	: ABS-CBN Publishing
Editor-in-Chief	: Jerome Gomez

Buzz Magasin

Language	: Tagalog
Market	: 85.4% female, 41% 20-29 years old, 78.85% singles and 58.8% young professionals
Publisher	: ABS-CBN Publishing

Yes!

Language	: English
Circulation	: 45,000/ week
Publisher	: Summit
Editor-in-Chief	: Joann Maglipon

Family/Home/Parenting/Health:

Good Housekeeping Philippines

Language	: English
Circulation	: 60,000/ month
Market	: 25-44 year-old women, predominantly married with children, predominantly employed and graduated from college
Publisher	: Summit
Editor-in-Chief	: Becky Kho

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OTHER MEDIA — Magazines

Family/Home/Parenting/Health:

MetroWorkingMom

Language	:	English
Circulation	:	60,000/ month
Market	:	Young and urban-based mothers, 55% are 25-30 years old, with a household income of at least P 50,000
Publisher	:	ABS-CBN Publishing
Editor-in-Chief	:	Gina Abuyuan-Llanes

Smart Parenting

Language	:	English
Circulation	:	20,000/ bi-monthly
Market	:	25-45 year-old parents with children from 0-18 years old
Publisher	:	Summit
Editor-in-Chief	:	Karen Galarpe

Business:

Entrepreneur

Language	:	English
Circulation	:	8,000/ month
Market	:	Aspiring entrepreneurs or owners of a small-to-medium sized business
Publisher	:	Summit
Editor-in-Chief	:	Lyra Villafaña

Men's Zone (BusinessWorld)

Language	:	English
Circulation	:	32,600/ month
Market	:	Affluent men
Editor-in-Chief	:	Leticia M. Locsin

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OTHER MEDIA — Magazines

Family/Home/Parenting/Health:

K-Zone Philippines

Language	:	English
Circulation	:	25,000/ month
Market	:	Affluent 8-14 year-old boys and girls
Publisher	:	Summit
Editor-in-Chief	:	Maggie Adan

Questor

Language	:	English
Circulation	:	40,000/ month
Publisher	:	ABS-CBN Publishing
Editor-in-Chief	:	Bambi Eloriaga

Media-related Institutions

Center for Media Freedom and Responsibility (CMFR)

Address	:	2/F Ateneo Professional Schools-Salcedo, 130 HV Dela Costa St., Salcedo Village, Makati City 1227
Telephone/ Fax	:	+63 2 894 13 14, -26, +63 2 840 09 03/ +63 2 840 08 89
E-mail	:	cmfr@surfshop.net.ph, pjr@surfshop.net.ph
Website	:	http://www.cmfr.com.ph
Executive Director	:	Melinda Quintos De Jesus

Kapisanan ng mga Brodkaster ng Pilipinas (KBP)

Address	:	6/F LTA Building, 118 Perea St., Legaspi Village, Makati City 1226
Telephone/ Fax	:	+63 2 815 19 90 to 92/ +63 2 815 19 89, -93
E-mail	:	kbp@pacific.net.ph
Website	:	http://www.kbp.org.ph
Chairman	:	Cerge Remonde
President	:	Pinky Aseron

PHILIPPINES

Media-related Institutions

Konrad Adenauer Center for Journalism at the Ateneo de Manila University (CFJ)

Address : 2/F Department of Communication, Ateneo de Manila University, Loyola Heights, Quezon City 1108
Telephone/ Fax : +63 2 926 32 53, +63 2 426 60 01/
+63 2 926 32 54
E-mail : newsroom@admu.edu.ph
Website : <http://www.cfi.ateneo.edu>
Executive Director : Violet B. Valdez, Ph.D.

Philippine Center for Investigative Journalism (PCIJ)

Address : 3/F Criselda Building, 107 Scout De Guia St., Diliman, Quezon City 1104
Telephone/ Fax : +63 2 410 47 68, -69/ +63 2 929 35 71
Website : <http://www.pcij.org>, <http://www.i-step.ph>
E-mail : pcij@pcij.org, editorial@pcij.org
Executive Director : Sheila Coronel

Association of Accredited Advertising Agencies of the Philippines (4A's - P)

Address : Unit 442 Cityland Pasong Tamo Tower, 2210 Chino Roces Avenue, Makati
Telephone : +63 2 813 43 97
E-mail : 4asp@skyiinet.net
Website : <http://www.4asphils.com>
Executive director : Ms. Vanne T. Tomada

Philippine Press Institute (PPI)

Address : Room 308, B.F. Condominium Building, A. Soriano Avenue, Intramuros, Manila
Telephone/ Fax : +63 2 527 44 78, +63 2 527 33 51/
+63 2 527 33 90
E-mail : ppi1@mozcom.com
Director : Jose L. Pavia



SINGAPORE



Singapore has one of the strongest media markets in the region, with an extensive media industry disproportionate to its small four million population and geographical size. The government's efforts of turning the city-state into South-East Asia's media hub have been quite effective, although production and labour costs are higher than in neighbouring countries.

Yet its location and infrastructure, together with highly qualified personnel, have made Singapore a good place for national and international media production and services.

In 2003, the government introduced a new administration, the Media Development Authority (MDA), which was formed through merging the former Singapore Broadcasting Authority, the Films and Publications Department, and the

Singapore Films Commission to foster further growth in the media market, and also to have one single government branch deal with local and foreign media and potential investors.

Together with the Censorship Review Committee (CRC), MDA is a major source for regulatory and development policies under supervision of the Ministry of Information, Communications, and the Arts (MITA).

MDA is to implement the strategies of the Media 21 initiative, a new plan for "transforming Singapore into a Global Media City" through upgrading technology and infrastructure, offering an even more conducive and attractive business environment, and through augmenting media talent in the city.

However, the striving to become a global media hub doesn't mean the country is likely to adopt global media standards in regards to freedom of the press or free speech in general. Despite some recent attempts at liberalising draconian social controls, Singapore's government continues to uphold stringent censorship regulations that include print and broadcast media as well as the internet.

With the key players in the print and broadcasting sector under tight control of the government and the ruling People's Action Party (PAP), the media market is far from being independent. The media would rather not print or broadcast any subject that might impact, or need precautionary clearance from the authorities. However, with an internet penetration rate of almost 60 per cent (one of the highest in the world), citizens have good access to overseas' information and an open window to the world. Newsgroups and independent websites (hosted outside the country) continue to grow, despite new government restrictions and content

filtering obligations for service providers.

The print media is dominated by PAP-influenced Singapore Press Holdings (SPH). Its flagship publication, The Straits Times, is Singapore's number one newspaper. The Straits Times dates back to 1845, and is one of only two newspapers to survive from the colonial period, together with Tamil Murasu, Singapore's only Tamil-language paper, also owned by SPH. The group owns eight out of the nine dailies in the market: The Straits Times, The New Paper and The Business Times (all in English), Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News (all in Chinese), Berita Harian (in Malay) and Tamil Murasu (in Tamil).

Today, a free commuter tabloid, is a free daily and is published by MediaCorp Press Pte Ltd, in which MediaCorp has a 60 per cent stake, while SPH owns the remaining 40 per cent.

English language newspapers have the highest combined daily circulation with around 1,120,000 copies, followed by the Chinese newspapers with 580,000. Beside newspapers, there are more than 120 magazines and publications with focus on lifestyle, trade, sports, politics, or special interests.

The broadcasting market is dominated by the Media Corporation of Singapore, with its subsidiaries MediaCorpTV, MediaCorpTV12, MediaCorpNews, MediaCorpPress, MediaCorpPublishing and MediaCorpRadio. The group owns nearly all radio and TV stations and is the monopolist on the free-to-air television market. Additional radio broadcasters are UnionWorks (NTUC Media Cooperative), SAFRA Radio and the National Arts Council, which operates an arts radio station.

Audiences in Singapore can choose from seven free-to-air TV stations and around 20 radio stations. Cable providers offer

SINGAPORE

about 40 channels at moderate prices. The only free-to-air foreign station in the country is the BBC World Service. Chinese language TV channels have the highest audience share, with Channel 8 and Channel U adding up to almost 2/3 of the viewers. The most recognised English language station is Channel 5. It was named Channel of the Year several times in a row at the Asian Television Awards.

The government tried to end the market monopolies and attempted to introduce more competition four years ago by allowing SPH to venture into TV and Media Corp to issue its own newspaper. Primarily the gain of market share for SPH Mediaworks' Channel U showed that the public appreciates variety and competitive programming in this sector. However, at the end of 2004 this attempt towards more competition in the media was ended: SPH Mediaworks stopped operating Channel i and Channel U. While

Channel i has ceased transmission, Channel U is still on air, but is now under MediaCorp TV Holdings, that became again the monopolist in the TV market. SPH owns 20 per cent in this company, which also operates channel 5, 8 and TV Mobile.

The print market developed in the same way. In October 2004 'Streets' and 'Today' have been merged. This process has been explained by Dr. Lee Boon Yang, Minister for Information, Communications and the Arts, with times of economic difficulties and shrinking advertising revenue. He said competition hadn't failed because of the lack of regulatory code from the start. The Singaporean market seems to be too small to accept many competitors. Despite the failed experiment the government welcomes new players willing to enter the media market, if they meet the prevailing criteria for media licences.

MAJOR MEDIA — Print

The Straits Times / The Sunday Times

Published	: Daily
Language	: English
Circulation	: 389,248 (weekdays), 387,205 (Sunday)
Advertising rate	: S\$ 37.27 - S\$ 50.20/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 63 19 63 19/ +65 67 32 01 31, +65 63 19 82 82
E-Mail	: stlocal@sph.com.sg
Website	: http://www.straitstimes.com.sg
Publisher	: Singapore Press Holdings
Editor	: Han Fook Kwang

The Straits Times is Singapore's no. 1 daily newspaper and the flagship publication of the Singapore Press Holdings Group. The Straits Times focuses on news and features of general interest to the public. Its Sunday edition, the Sunday Times, is the most widely read newspaper, with an estimated readership of 1.23 million.

SINGAPORE

MAJOR MEDIA — Print

The Business Times

Published	: Daily
Language	: English
Circulation	: 27,519
Advertising rate	: S\$ 11.63 - S\$ 16.98/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 63 19 63 19/ +65 63 19 82 77
E-Mail	: btnews@sph.com.sg
Website	: http://www.business-times.com.sg
Publisher	: Singapore Press Holdings
Editor	: Alvin Tay

The Business Times is Singapore's only financial daily covering corporate and market news from Asia and the world. It is a key source of business analyses for investors, managers, and businessmen in Singapore and the region.

The New Paper / The New Paper on Sunday

Published	: Daily in the evenings
Language	: English
Circulation	: 120,394 (weekdays)/ 152,080 (Sunday)
Advertising rate	: S\$ 7.56 - S\$ 8.40/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 6319 63 19/ +65 6319 82 66
E-Mail	: tnp@sph.com.sg
Website	: http://www.newpaper.asia1.com.sg
Publisher	: Singapore Press Holdings
Editor	: Ivan Fernandez

SINGAPORE

MAJOR MEDIA — Print

Today

Published	:	Monday to Saturday
Language	:	English
Circulation	:	100,000 (weekdays), 300,000 (weekend)
Address	:	24 Raffles Place, #28-01/06 Clifford Centre, Singapore 048621
Telephone/ Fax	:	+65 62 36 48 86/ +65 65 34 25 66
E-mail	:	news@newstoday.com.sg
Website	:	http://www.todayonline.com
Publisher	:	MediaCorp Press Pte Ltd

Today is a free commuter tabloid reaching out to busy professionals and working executives. It is available at offices, hospitals, malls and MRT or bus stations. Today is published by MediaCorp Press Pte Ltd, in which MediaCorp has a 60 per cent stake, while SPH owns the remaining 40 per cent. It will continue to be managed by MediaCorp and will operate independently of the SPH newspaper stable.

Lianhe Zaobao

Published	:	Daily
Language	:	Chinese
Circulation	:	190,981 (weekdays), 198,326 (Sunday)
Advertising rate	:	S\$ 21.63 - S\$ 34.31/ col. cm (plus colour surcharge)
Address	:	1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	:	+65 63 19 63 19/ +65 63 19 81 22
E-Mail	:	zaobao@zaobao.com
Website	:	http://www.zaobao.com
Publisher	:	Singapore Press Holdings
Editor	:	Lim Jim Koon

Lianhe Zaobao is the most-read Chinese newspaper in Singapore, and a trusted information source for the Chinese-speaking community. It is a general newspaper offering valuable insights into local and foreign matters.

SINGAPORE

MAJOR MEDIA — Print

Lianhe Wanbao

Published	: Daily in the evenings
Language	: Chinese
Circulation	: 127,021 (weekdays), 120,879 (weekend)
Advertising rate	: S\$ 11.60 - S\$ 23.18/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 63 19 63 19/ +65 63 19 81 33
E-Mail	: wanbao@sph.com.sg
Publisher	: Singapore Press Holdings
Editor	: Koh Lin Hoe

Lianhe Wanbao is one of Singapore's two Chinese evening dailies. Coverage includes up-to-date news and general information with a focus on entertainment.

Shin Min Daily News

Published	: Daily in the evenings
Language	: Chinese
Circulation	: 126,541 (weekdays), 122,029 (weekend)
Advertising rate	: S\$ 9.60 - S\$ 20.34/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 63 19 63 19/ +65 63 19 81 66, +65 63 19 81 65
E-Mail	: shinmin@sph.com.sg
Publisher	: Singapore Press Holdings
Editor	: Toh Lam Huat

Singapore's second Chinese evening daily provides the latest on a wide range of local and international topics.

SINGAPORE

MAJOR MEDIA — Print

Berita Harian / Berita Minggu

Published	: Daily
Language	: Malay
Circulation	: 61,177 (weekdays), 68,209 (Sunday)
Advertising rate	: S\$ 7.61 - S\$ 21.51/ col. cm (plus colour surcharge)
Address	: 1000 Toa Payoh North, News Centre, Singapore 318994
Telephone/ Fax	: +65 63 19 63 19/ +65 63 19 82 55
E-Mail	: aadeska@sph.com.sg
Website	: http://cyberita.asia1.com.sg
Publisher	: Singapore Press Holdings
Editor	: Mohd Guntor Sadali

Berita Harian is a newspaper for the Malay community in Singapore. It provides comprehensive news and information on general issues and serves as a platform for the Malay community. Its Sunday edition, Berita Minggu, focuses more on leisure, entertainment and home stories.

Tamil Murasu

Published	: Daily
Language	: Tamil
Circulation	: 7,928 (weekdays), 15,119 (Sunday)
Advertising rate	: S\$ 6.00 - S\$ 25.00/ col. cm (plus colour surcharge)
Address	: 82 Genting Lane, Singapore 349567
Telephone/ Fax	: +65 63 19 63 19/ +65 63 19 40 01
E-Mail	: murasu@cyberway.com.sg
Website	: http://tamilmurasu.asia1.com.sg
Publisher	: Singapore Press Holdings
Editor	: Dr Chitra Rajaram

Tamil Murasu is Singapore's only Tamil language newspaper. It contains news and information for the Tamil community and covers a wide range of topics. Its focus is on India and the sub-continent, and it has strong coverage of Indian entertainment.

SINGAPORE

MAJOR MEDIA — Radio and Television

Channel 8

Language	: Chinese
Market Share	: 34% (AC Nielsen 01/2004)
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Caldecott Broadcast Centre, Andrew Road, Singapore 299939
Telephone/ Fax	: +65 62 56 04 01/ +65 62 59 35 20
E-Mail	: local8@mediacorpvtv.com
Website	: http://www.channel8.com.sg
Ownership	: MediaCorpTV Pte Ltd

Since its inception in 1966, Channel 8 has been Singapore's most watched television channel. As market leader in Chinese entertainment and information, Channel 8 meets the needs of urban trendsetters, families and the Chinese community alike, with a mix of local productions, various shows, and up-to-date information 24 hours a day.

Channel U

Language	: Chinese
Market Share	: 30%
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Caldecott Broadcast Centre, Andrew Road, Singapore 299939
Telephone/ Fax	: +65 63 33 38 88/ +65 62 51 56 28
E-Mail	: hr@mediacorpvtv.com
Website	: http://www.channelU.com.sg
Ownership	: MediaCorpTV Pte Ltd

Channel U went on air in May 2001, and, by significantly winning prime time market share, managed to become Singapore's second most watched television channel. Channel U offers a variety of drama, comedy, and infotainment to the Chinese-literate audience.

SINGAPORE

MAJOR MEDIA — Radio and Television

Channel 5

Language	: English
Market Share	: 15%
Reach	: Nationwide
Prime Time	: 7.00pm – 11.00pm
Address	: Caldecott Broadcast Centre, Andrew Road, Singapore 299939
Telephone/ Fax	: +65 62 56 04 01/ +65 62 55 68 61
E-Mail	: local5@mediacorpTV.com
Website	: http://www.channel5.com.sg
Ownership	: MediaCorpTV (a subsidiary of the Media Corporation of Singapore)

Channel 5 is Singapore's leading English-language 24-hour general entertainment channel. The mix of local and international programmes, dramas, shows, and relevant news not only caters to locals but also to the city's big expatriate community.

Central

Language	: Tamil/ English
Market Share	: 8%
Reach	: Nationwide
Prime Time	: 7.00pm – 9.00pm
Address	: 12 Prince Edward Road, #05-00 Bestway Building, Singapore 079212
Telephone/ Fax	: +65 62 25 81 33/ +65 6220 3881
E-Mail	: feedback@mediacorpTV12.com
Website	: http://www.vasantham.com
Ownership	: MediaCorpTV12 (a subsidiary of the Media Corporation of Singapore)

Central is made up of three different programming areas: Kids Central, Vasantham Central and Arts Central, all catering to distinct groups of viewers. Vasantham Central offers local and international Tamil and Hindi variety programming to the Indian community in Singapore. Arts Central provides arts, culture and wildlife programming, while Kids Central offers cartoons and a variety of games and show entertainment suitable for children from four to 12 years old. Kids Central is the most-watched kids channel in Singapore and one of the largest terrestrial kids channels in the world.

SINGAPORE

MAJOR MEDIA — Radio and Television

Suria

Language	:	Malay
Market Share	:	4%
Reach	:	Nationwide
Prime Time	:	7.00pm – 9.00pm
Address	:	12 Prince Edward Road, #05-00 Bestway Building, Singapore 079212
Telephone/ Fax	:	+65 62 25 81 33/ +65 62 20 38 81
E-Mail	:	feedback@mediacorptv12.com
Website	:	http://www.suriachannel.com
Ownership	:	MediaCorpTV12 (a subsidiary of the Media Corporation of Singapore)

Suria is Singapore's only Malay-language TV channel. It offers entertainment and news, as well as traditional programming, to the Malay community and to those interested in Malay culture and heritage.

Channel NewsAsia

Language	:	English
Market Share	:	4%
Reach	:	Nationwide
Address	:	Caldecott Broadcast Centre, Andrew Road, Singapore 299939
Telephone/ Fax	:	+65 62 56 08 09/ +65 62 53 08 61
E-Mail	:	reporting@channelnewsasia.com
Website	:	http://www.channelnewsasia.com
Ownership	:	MediaCorpNews (a subsidiary of the Media Corporation of Singapore)
Chief Executive Officer	:	Shaun Seow

Channel NewsAsia is Singapore's first and only television news channel, offering all the latest news and information on global and regional developments. Available throughout Asia via satellite, it aims to become the premier trusted source for information in the region.



TAIWAN



The second half of the twentieth century saw Taiwan make a successful transition from a traditionally agricultural-based community to a sophisticated high-tech electronics and services based society.

This led to a strong and fast growth of the media market along with the general economy, and today to Taiwan's media struggle with decreasing advertising revenues in a highly competitive market.

With more than 100 television channels, about 150 radio stations and more than 400 newspapers, Taiwan does indeed have a crowded media market. With a population of around 22 million people, a cable TV penetration rate of 85 per cent and a newspaper outreach of about 77 per cent, the industry hopes for further growth through digital programming and the internet. Print media have gone online, with several major newspapers competing to bring the breaking news, and radio and television stations have started to provide streaming audio and video content.

In response to the difficult times, larger newspapers formed strategic alliances with other industries, cut salaries, laid off workers or merged previously independent editorial departments among affiliate publications. Others have closed down or try cutting costs by publishing fewer pages. The major Chinese-language newspapers in Taiwan are the three general-interest



dailies China Times, United Daily News and the Liberty News; they account for two thirds of total newspaper advertising and are the flagships of their reflective Holdings - China Times Group (China Times, Commercial Times, China Times Express, China Times Weekly), United Daily News Group (United Daily News, Economic Daily News, Min Sheng Daily, United Evening News) and Liberty News Group (Liberty News, Taipei Times) - that dominate Taiwan's print media market. China Post, Taiwan News and Taipei Times dominate the English-language newspaper market. Evening newspapers also have a relevant audience share, with both Chinese-language newspapers China Times Express and United Evening News upfront.

The various newspapers take different stands on the issue of Taiwan's move to independence. The United Daily News Group follows the 'One China Principle', which says that Taiwan is an integral part of the People's Republic of China. Thus, they do not opine for Taiwanese independence. The Liberty News, as the name suggests, stands on the other side. They support independence and place strong emphasis on Taiwan's own culture and traditions. The China Times Group has tendencies in both directions. Regarding English-language newspapers, Taiwan News takes a strong pro-independence stand together with the more moderate Taipei Times, whereas China Post opposes moves towards independence and promotes closer ties with the mainland.

Taiwan's television industry has seen a lot of changes and challenges in the last decade with the establishment of a public television system, increased penetration of cable and satellite broadcasting, as well as exterior programs pushing into the market due to the growing popularity of mainland Chinese, Korean, and Japanese drama series.

Technological advances have also brought important changes, including digital

broadcasting, which began trials in June 2000. Taiwan's terrestrial TV stations face strong competition as cable TV continues to gain market and advertising shares. This requires terrestrial TV to improve programming and technical facilities. As has cable TV, they have reduced production costs by outsourcing services to program production companies, the number of which exceeded 3,000 in September 2002.

As of now, there are five terrestrial TV stations operating in Taiwan. These are Taiwan Television Enterprise (TTV), China Television Company (CTV), Chinese Television System (CTS) and Formosa Television (FTV). The fifth is Public Television Service (PTS), a special station introduced with the Public Television Law in 1997 to serve the interests of the public. PTS was established as an independent, non-profit station to raise the standards of Taiwan's broadcasting, safeguard the public's freedom of expression, and give the people access to knowledge to foster national education and culture. PTS relies on government subsidies and its own funding through sponsorship and donations. As to cable TV stations, due to Taiwan's high cable penetration rate, most viewers can choose from a variety of about 70 channels. Cable systems usually offer subscribers package deals at a fixed monthly rate of no more than US\$ 20 on average. These channels include news and information, Chinese and foreign movies, cartoons, religious programs, sports, music, and popular foreign channels such as CNN or HBO.

Taiwan's increasing social diversity and public awareness have led to a diverse yet dense media market that offers almost everything from highly specialized economic programs, weather updates or government news to generic programs mixing entertainment, lifestyle, and information. With the economy picking up again, hopes are high that the downturn of Taiwan's media market will come to an end and the media will be able to keep their highly diversified profile.

MAJOR MEDIA — Print

Liberty Times

Published	: Daily
Language	: Chinese
Circulation	: 1,200,000
Average pages	: 32
Advertising rate	: NT\$ 480,000 - NT\$ 1,200,000/ page, colour
Address	: 137 Nanking East Rd., Sec. 2, Taipei
Telephone/ Fax	: +88 6 2 27 62 59 33/ +88 6 2 25 16 45 06
E-Mail	: eservice@libertytimes.com.tw
Website	: http://www.libertytimes.com.tw
Publisher	: Wu A-ming
Editor	: Chen Jing-rong

United Daily

Published	: Daily
Language	: Chinese
Circulation	: 1,300,000
Average pages	: 44
Advertising rate	: NT\$ 220,000 - NT\$ 300,000/ page, b/w NT\$ 360,000 - NT\$ 640,000/ page, colour
Address	: 555 Chunghsiao East Rd., Sec. 4, Taipei
Telephone/ Fax	: +88 6 2 27 68 12 34/ +88 6 2 27 56 87 05
Website	: http://www.udn.com
Publisher	: Wang Hsiau-Lan

Economic Daily News

Published	: Daily
Language	: Chinese
Circulation	: 368,000
Average pages	: 40
Advertising rate	: NT\$ 276,100/ page, b/w NT \$ 466,300/ page, colour
Address	: 8F, 557 Chunghsiao East Rd., Sec. 4, Taipei
Telephone/ Fax	: +88 6 2 27 60 16 16/ +88 6 2 27 64 77 57
Website	: http://www.money.udn.com
Publisher	: Wang Bi-li
Editor	: You Mai-yne

MAJOR MEDIA — Print

United Evening News

Published	: Daily in the evenings
Language	: Chinese
Circulation	: 550,000
Average pages	: 8
Advertising rate	: NT\$ 147,000/ half page, b/w NT\$ 367,500 - NT\$ 449,400/ page, colour
Address	: 555 Chunghsiao East Rd., Sec. 4, Taipei
Telephone	: +88 6 2 27 68 12 34
Website	: http://www.udn.com
Publisher	: Wang Bi-li
Editor	: Hu Ji-chang

China Times

Published	: Daily
Language	: Chinese
Circulation	: 1,000,000
Average pages	: 28
Address	: 132 Tali Street, Taipei 108
Telephone/ Fax	: +88 6 2 24 81 87 60/ +886 2 23 04 05 73
E-Mail	: service@it.chinatimes.com.tw
Website	: http://www.chinatimes.com.tw
Publisher	: Yu Jian-hsien
Editor	: Huang Chin-lung

MAJOR MEDIA — Print

China Times Express

Published	:	Daily in the evenings
Language	:	Chinese
Average pages	:	8
Address	:	132 Tali Street, Taipei 108
Telephone	:	+88 6 2 23 08 22 21
Website	:	http://news.chinatimes.com.tw
Publisher	:	Yu Jian-hsien
Editor	:	Yang Hsien-lin

Min Sheng Daily

Published	:	Daily
Language	:	Chinese
Average pages	:	12
Advertising rate	:	NT\$ 392,000 - NT\$ 490,000/ page, colour
Address	:	555 Chunghsiao East Rd., Sec. 4, Taipei
Telephone/ Fax	:	+88 6 2 27 68 12 34/ +88 6 2 27 62 48 64
Publisher	:	Wang Hsian-lan
Editor	:	Yang Ke-ming

Star News

Published	:	Daily
Language	:	Chinese
Advertising rate	:	NT\$ 100,000/ page, b/w NT\$ 192,000 - NT\$ 500,000/ page, colour
Address	:	555 Chunghsiao East Rd., Sec. 4, Taipei
Telephone/ Fax	:	+88 6 2 27 68 12 34/ +88 6 2 27 62 48 64
Editor	:	Kao Ei-lung

MAJOR MEDIA — Print

China Post

Published	: Daily
Language	: English
Circulation	: 258,000
Average pages	: 20
Advertising rate	: NT\$ 134,400/ page, b/w NT\$ 201,600/ page, colour
Address	: 8 Fu Shun Street, Taipei 104
Telephone/ Fax	: +88 6 2 25 96 99 71/ +88 6 2 25 95 79 62
E-Mail	: cpost@ms1.hinet.net
Website	: http://www.chinapost.com.tw
Publisher	: Jack C. Huang
Editor	: Huang Chi-hsiang

Taiwan News

Published	: Daily
Language	: English
Average pages	: 20
Advertising rate	: NT\$ 96,000/ page, b/w NT\$ 160,000/ page, colour
Address	: 7F, 88 Hsin Yi Road, Sec. 2, Taipei
Telephone/ Fax	: +88 6 2 23 51 76 66/ +86 6 2 23 58 38 80
E-Mail	: editor@etaiwannews.com
Website	: http://www.etaiwannews.com
Publisher	: Luis Ko
Editor	: Sen-hong Yang

MAJOR MEDIA — Radio and Television

Taipei Times

Published	: Daily
Language	: English
Circulation	: 280,000
Average pages	: 22
Advertising rate	: NT\$ 128,000/ page, b/w NT\$ 190,200/ page, colour
Address	: 5F, 137 Nanking East Rd., Sec. 2, Taipei
Telephone/ Fax	: +88 6 2 25 18 27 28/ +88 6 2 25 18 91 59, +88 6 2 25 16 23 13
E-Mail	: ecom@taipeitimes.com
Website	: http://www.taipeitimes.com
Editor	: Lee Chang-gue

MAJOR MEDIA — News Agencies

China Economic News Service

Address	: 561 Chunghsiao East Rd., Sec. 4, Taipei
Telephone/ Fax	: +88 6 2 26 42 26 29/ +88 6 2 26 49 63 11, +88 6 2 26 42 74 22
E-Mail	: webmaster@cens.com
Website	: http://www.cens.com
Ownership	: United Daily News Group
Editor	: Wang Pi-cheng

Central News Agency

Address	: 209 Sungkiang Road, Taipei 104
Telephone/ Fax	: +88 6 2 25 05 83 79/ +88 6 2 25 02 38 05
E-Mail	: cnamark@mail.cna.com.tw
Website	: http://www.cna.com.tw
Ownership	: Central News Agency Ltd
Editor	: Hu Yuan-hue

TAIWAN

MAJOR MEDIA — Radio and Television

Public Television (PTS)

Language	: Chinese
Address	: No. 70, Lane 75, Kang-Ning Rd., Sec. 3, Taipei
Telephone and Fax	: +88 6 2 26 30 10 34
E-Mail	: pub@mail.pts.org.tw
Website	: http://www.pts.org.tw
Ownership	: Public Television Service Foundation
Managing Director	: Lee Yun-te

China Television (CTV)

Language	: Chinese
Reach	: Taiwan and offshore islands (including Jinmen and Mazu)
Address	: 120 Chung-Yang Rd., Nankang District, Taipei
Telephone/ Fax	: +88 6 2 27 83 83 08/ +88 6 2 27 89 62 76
Website	: http://www.chinatv.com.tw
President	: Jiang, Feng-Chyi
Chairman, CEO	: Cheng, Su-Ming

TVBS

Language	: Chinese
Reach	: Nationwide via Cable TV or satellite
Prime time	: 6.00pm – 11.00pm
Advertising rate	: NT\$ 60,000/ 30sec
Address	: 23 Pa Te Road, Sec. 1, Taipei
Telephone/ Fax	: +88 6 2 23 96 68 00/ +88 6 2 23 92 84 42
E-Mail	: service@tvbs.com.tw
Website	: http://www.tvbs.com.tw
Managing Director	: Lee Tau

CBS

Language	: Programs in Arabic, English, French, German and Spanish
Address	: 55 Pei-an Road, Taipei
Telephone/ Fax	: +88 6 2 28 85 61 68/ +88 6 2 28 86 70 88
E-Mail	: prog@cbs.org.tw
Website	: http://www.cbs.org.tw/
Managing Director	: Li Ai-ping

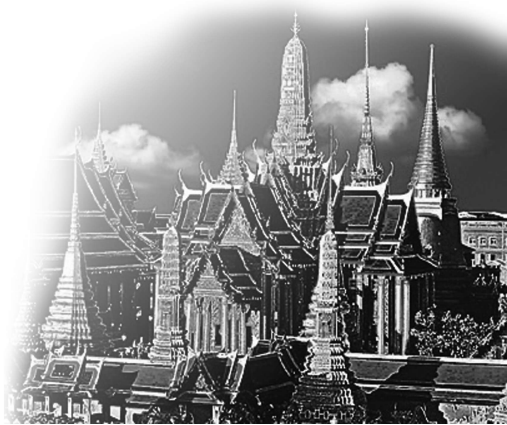
THAILAND



Thailand used to have one of the freest and most independent media in South-East Asia. Investigative and hard-hitting reporting was the hallmark of the Thai media. But its capacity to operate independently and professionally has been dented severely since the Asian economic turbulence in 1997.

That crisis resulted in a far-reaching impact on the media industry as a whole and forced changes in individual newspapers and news organizations. Each devised its survival plans; some were better than others.

A dozen vernacular newspapers including two English language dailies, the Asia Times and Thailand Times, were shut down. Nearly 2,500 journalists and media-related personnel were laid off. To



ascertain the next day's on-stand sale between 1997 and 2000, publishers and their editorial and marketing teams planned and mapped out strategies together. They voluntarily reduced their salaries and cut costs across the board.

When the government under Prime Minister Thaksin Shinawatra came to power in February 2001, almost all the Thai media, especially print, had been badly incapacitated by economic hardships and structural adjustments. Financially, they were at their weakest. During their heyday, media proprietors invested heavily in non-media areas such as real estate and the hotel industry, which strained their resources considerably. To survive the crisis, most dailies immediately reduced their number of pages, journalists, and other staff.

Without sustained advertising from major state enterprises and telecom companies, no media outlet could survive. In the past four years, these state enterprises and telecom corporations denied advertising to critical media units.

One negative consequence was the arrival of a new breed of investor in the media industry. Past media entrepreneurs were either senior journalists who joined hands and put together a new publication, or family groups closely tied to media for the past four decades.

Today's investments come from vested interest groups of various shades and

colours, connected to powerful politicians and business elites. The new investing pattern has influenced media's operations. Without sustained advertising from major state enterprises and telecom companies, no media outlet could survive. In the past four years, these state enterprises and telecom corporations denied advertising to critical media units.

Although the 1997 Constitution has comprehensive provisions for protecting media freedom and freedom of expression, the government has yet to implement them fully. For instance, the constitution stipulates that all broadcast wavelengths now belong to the public for wider use. An independent body must be established to oversee and monitor the allocation of the public properties.

But the election of the National Broadcasting Commission (NBC) has been delayed several times due to the lack of transparency. At the end of August 2004, the seven-member National Telecommunication Commission (NTC), which oversees and regulates the telecommunication business, was approved and finalized by the Senate after a seven-year delay. Most of the commission's members are linked to huge telecom corporations and businesses. As the election of the NBC continues to face obstacles, government agencies are doing their utmost to change the rules of the game to ensure future control and influence.

The constitution mandates that 20 per cent of the wavelengths must be given to community-based activities. There are six terrestrial TV stations in the country, namely Channel 3, 5, 7, 9, 11, and iTV based in Bangkok. In addition, there are 86 cable television companies operating throughout

THAILAND

Thailand. But only UBC provides 24-hour cable TV for a monthly fee of US\$ 45.

With 524 radio stations, all owned by the government agencies, radio has become the most popular medium to disseminate news and information. Currently, at least 60 independent community radio stations are in operation around the country without licenses, challenging the government-sponsored community radios.

The Public Relations Department and the Royal Thai Army, which controls 147 and 127 radio stations respectively, have not loosened up their control as mandated by the constitution. These radio stations appeal to popular taste with music and news as the main programs. However, community radio often reflects grass-root views and community-related information.

In future, a few telecom and broadcasting corporations with strong links to the government will dominate Thai media. This tendency has been made possible and accelerated by the business-oriented Thaksin government.

Thailand has at least 1,200 publications consisting of newspapers at local and national levels, various tabloids, and magazines. Most of them publish irregularly depending on circumstances. At least 32 vernacular dailies, six Chinese-language dailies (Singsian Yitpao, Tonghwa Yitpao, Universal Daily, Asia Daily, Sinchung Yuanpao and Jinghwa Yitpao), and two

English language dailies (Bangkok Post and Nation including Business Day) are circulated nationally. Combined circulation is small at around two million copies a day, given the 66 million Thai population.

The country's top four mass circulation dailies - Thai Rath, Daily News, Kom Chat Luek and Khao Sod - command almost 75 per cent of the total readership. Community newspapers in Songkhla, Chiangmai, and Nakorn Ratchasima are doing well due to flourishing local and border economies. They are considered good-quality media. Their circulations are small, as they focus on local and regional issues.

In future, a few telecom and broadcasting corporations with strong links to the government will dominate Thai media. This tendency has been made possible and accelerated by the business-oriented Thaksin government. Freedom of expression will be further curtailed to reflect the government's priority of economic development and stability. Publishers, editors, and broadcasters, particularly those who have been co-opted, might have to follow government guidelines as part of the nation-building process.

This trend will continue in the foreseeable future as the government continues to utilize archaic anti-media laws, which - under the new constitution - should have been annulled long ago. With a few selective telecom and media corporations in control, there will be fierce competition and marketing to boost sales. New lifestyle and information magazines will prosper to influence younger generations. New dailies and tabloids will proliferate to take advantage of economic growth. TV and radio stations will be saturated with advertising from consumer products and telecom corporations.

THAILAND

MAJOR MEDIA — Print

The Bangkok Post

Published	: Daily
Language	: English
Circulation	: 55,000 (weekdays), 48,200 (Sunday)
Average pages	: 42
Advertising rate	: Baht 500.00 - Baht 500,000.00/ page (plus colour surcharge)
Address	: 136 Bangkok Post Building, Na Ranong Road, Klong Toey, Bangkok 10110
Telephone/ Fax	: +66 2 240 37 00 71/ +66 2 240 36 66
E-Mail	: webmaster@bangkokpost.net
Website	: http://www.bangkokpost.com
Publisher	: Post Publishing Public Company Ltd
Editor	: Kowit Sanandang

The Bangkok Post is Thailand's oldest English language newspaper. It was established in 1946, and is the flagship publication of the Post Publishing Public Company Limited. The Bangkok Post represents conservative and business voices. Its principal readers are expatriates, well-educated Thai people, diplomats, and university students. It has a full range of news coverage concerning Thailand, as well as neighbouring countries.

The Nation

Published	: Daily
Language	: English
Circulation	: 50,000
Average pages	: 42
Advertising rate	: Baht 500.00 - Baht 500,000.00/ page (plus colour surcharge)
Address	: 44 Moo 10, Bangna-Trad Road, Bangkok 10260
Telephone/ Fax	: +66 2 317 04 20/ +66 2 317 20 71
E-Mail	: editor@nationgroup.com
Website	: http://www.nationmultimedia.com
Publisher	: Nation Multimedia Group
Editor	: Pana Janviroj

The Nation is Thailand's second largest English-language newspaper. Since its inception in 1971, it has represented more critical and liberal voices from society. It gives extensive news coverage of political and regional issues, and also seeks to publish articles written by journalists from the region. The Nation is now trying to woo younger readers with new design and catchy headlines, with additional lifestyle and human-interest stories.

THAILAND

MAJOR MEDIA — Print

Business Day

Published	: Daily, except weekends
Language	: English
Circulation	: 10,000
Average pages	: 14
Advertising rate	: Baht 350.00 - Baht 300,000.00/ page (plus colour surcharge)
Address	: 22nd Fl., Olympia Thai Tower, 444 Ratchadapisek Road, Samsennok, Huaykwang, Bangkok 10320
Telephone/ Fax	: +66 2 512 35 70/ +66 2 512 35 65
E-Mail	: bday@bday.net
Website	: http://www.bday.net
Publisher	: Thai Premier Printing Co Ltd
Acting Editor	: Umesh Pandey (Deputy Editor)

Business Day is Thailand's first international business newspaper. It was established in 1997 to fill the gap left by the mainstream English-language dailies that were concentrating on political and current affairs. The daily is a joint venture of Thai Premier Publishing, United Cinema Holding and Management Company of the Crown Property Bureau, and Singapore Press Holdings (publisher of The Straits Times and Business Times). It provides information on financial and stock movements, and other economic and business updates.

Thai Rath

Published	: Daily
Language	: Thai
Circulation	: 850,000 (weekdays), 1,000,000 (weekend)
Average pages	: 48
Advertising rate	: Baht 200.00 - Baht 900,000.00/ page
Address	: 1 Viphawadee Ransit Road, Bangkok 10900
Telephone	: +66 2 272 10 30
E-Mail	: feedback@thairath.co.th
Website	: thairath.co.th
Publisher	: Watcharabhond Co Ltd
Editor	: Paithoon Sundhorn

Thai Rath is the country's largest and therefore most influential vernacular daily. Its mass appeal is unmatched by other papers. Its sensational headlines and graphic pictures (including scantily clad women on front pages) are the paper's hallmarks. It also has lively sport and entertainment pages and good distribution networks.

THAILAND

MAJOR MEDIA — Print

Daily News

Published	: Daily
Language	: Thai
Circulation	: 750,000 (weekdays), 900,000 (weekend)
Average pages	: 48
Advertising rate	: Baht 200.00 - Baht 700,000.00/ page (with colour surcharge)
Address	: 114 Viphawadeerangsit, Bangkok 10900
Telephone/ Fax	: +66 2 561 13 29/ +66 2 561 13 93
E-Mail	: vccraphan@yahoo.com
Website	: dailynews.co.th
Publisher	: Si Phrya Printing Co Ltd
Editor	: Pracha Haetrakul

Daily News is Thailand's second largest newspaper. Its format and reporting styles (including design) is quite similar to Thai Rath, except the colour of its masthead and headlines. It has a similar mass appeal as Thai Rath, given its sensational headlines, graphic pictures, and semi-naked women on the front pages. It also has lively sport and entertainment pages. The paper has improved its economic coverage.

Post Today

Published	: Daily
Language	: Thai
Circulation	: 100,000
Average pages	: 42
Advertising rate	: Baht 200.00 - Baht 60,000.00/ page (with colour surcharge)
Address	: 136 Bangkok Post Building, Na Ranong Road, Klong Toey, Bangkok 10110
Telephone/ Fax	: +66 2 240 37 00/ +66 2 671 31 30
E-Mail	: pattanapong@posttoday.com
Website	: http://www.posttoday.com
Publisher	: Post Publishing Public Company Ltd
Editor	: Pattanapong Chantranonthawong

Post Today is a sister publication of Post Publishing Public Company Limited, the publisher of Bangkok Post. The paper, which was established in February 2003, distinguishes itself from the rest of mainstream dailies by its easy-to-read format and precise news without breaking pages. The paper also offers reports on lifestyle and human interest.

THAILAND

MAJOR MEDIA — Print

Singsian Yit Pao

Published	: Daily
Language	: Chinese
Circulation	: 10,000
Average pages	: 32
Advertising rate	: Baht 200.00 - Baht 200,000.00/ page (plus colour surcharge)
Address	: 267 New Road, Bangkok 10110
Telephone/ Fax	: +66 2 225 45 50/ +66 2 225 00 70
E-Mail	: singsian@asianet.co.th
Website	: http://www.singsian.com
Publisher	: Singpao Co Ltd
Editor	: Thavee Yodpetch

Sing Sian Yit Pao is Thailand's oldest Chinese newspaper. It is an important source of information for the Chinese-reading community. But it has limited circulation because most of the Chinese people living in Thailand have been assimilated, and become Thai citizens. Chinese investors from China, Singapore, Hongkong, and Taiwan also read it. The daily uses information from Xinhua News Agency and Central News Agency, as well as material from the Hong Kong and Taiwanese media, including translated news from international wire services.

MAJOR MEDIA — Television and Radio

Channel 3

Language	: Thai
Market share	: 34% (AC Nielsen 01/ 2004)
Reach	: Nationwide
Prime time	: 7.00pm – 10.00pm
Advertising rate	: Baht 55,000.00 - Baht 450,000.00
Address	: 319 Malinonda Tower, Rama 4 Road Klong Tan, Klong Toey, Bangkok 10110
Telephone/ Fax	: +66 2 26 23 33/ +66 2 204 13 84
E-Mail	: webeditor@thaitv3.com
Website	: http://www.thaitv3.com
Ownership	: Bangkok Entertainment Public Company
Managing Director	: Prawit Malinonda

Since its inception in 1969, Channel 3 has been one of the most popular television channels in Thailand. Its variety shows and drama - especially those imported from Hong Kong and Taiwan - have attracted many viewers. Currently, Channel 3 wants to highlight news coverage and current affairs programmes.

THAILAND

MAJOR MEDIA — Television and Radio

Channel 5

Language	: Thai
Market share	: 30%
Reach	: Nationwide
Prime time	: 7.00pm – 10.00pm
Advertising rate	: Baht 55,000.00 - Baht 450,000.00
Address	: 210 Paholyothin Road, Phraya-thai, Bangkok 10400
Telephone/ Fax	: +66 2 27 10 06 09/ +66 2 27 88 27 98
E-Mail	: web.admin@tv5.co.th
Website	: http://www.tv5.co.th
Ownership	: Bangkok Broadcasting & Television Co Ltd
Director	: Lt Gen Chatree Panthapan

Channel 7

Language	: Thai
Market share	: 30%
Reach	: Nationwide
Prime time	: 7.00pm – 10.00pm
Advertising rate	: Baht 55,000.00 - Baht 450,000.00
Address	: 998/1 Soi Ruamsirimitr, Paholyothin Road, Lardyao Chatujak, Bangkok 10900
Telephone/ Fax	: +66 2 272 02 01/ +66 2 272 02 27
Website	: http://www.channel7.com
Ownership	: Royal Thai Army
Managing Director	: Supang Prempree

Channel 7 is Thailand's most popular TV channel because of its drama and entertainment programmes. It was the first station to transmit colour images in the South-East Asian region. The station is administrated and run by the Mass Communication Organization of Thailand. In the past year, it has improved its news coverage both domestically and internationally, in order to compete with other channels that have concentrated on the quality of their news broadcasts.

THAILAND

MAJOR MEDIA — Television and Radio

Channel 11

Language	: Thai
Market share	: 8%
Reach	: Nationwide
Prime time	: 7.00pm – 10.00pm
Advertising rate	: Non-commercial
Address	: 90-91 New Petchburi Road, Kuay Khwang, Bangkok 10320
Telephone/ Fax	: +66 02 275 64 08, +66 02 318 21 18/ +66 02 318 29 91
E-Mail	:
Website	: http://www.prd.co.th
Ownership	: Department of Public Relations
Managing Director	: Pacheon Kampho

Channel 11 is operated by the Department of Public Relations under the purview of the Prime Minister's Office. Its programmes are aimed at educating the public and increasing their understanding of government policies. It provides live broadcast of major events throughout the country. During the Athens Olympic Games, this channel provided live coverage throughout.

Channel iTV

Language	: Thai
Market share	: 5%
Reach	: Nationwide
Prime time	: 7.00pm – 10.00pm
Address	: 1010 Shinawatra Tower, 13th Fl. Wiphavadeerangsit Road, Lardyao, Bangkok 10900
Telephone/ Fax	: +65 2 791 10 00/ +66 2 79 11 67 68
E-Mail	: information@itv.co.th
Website	: http://www.itv.co.th
Ownership	: Shin Corp Group
Managing Director	: Achara Suwanpakpraek

Channel iTV was the country's first independent television. It was set up in 1995 to reflect the democratisation process, and to liberalise the government's control of the broadcasting media. However, in 2002 the Shin Corp Group, owned by the family of Prime Minister Thaksin Shinawatra, took majority control of the station. Since then, iTV has been positioning itself as a leading channel for news and entertainment. When it was first conceived, iTV was to be a prime channel for news and information, with few entertainment programmes.

THAILAND

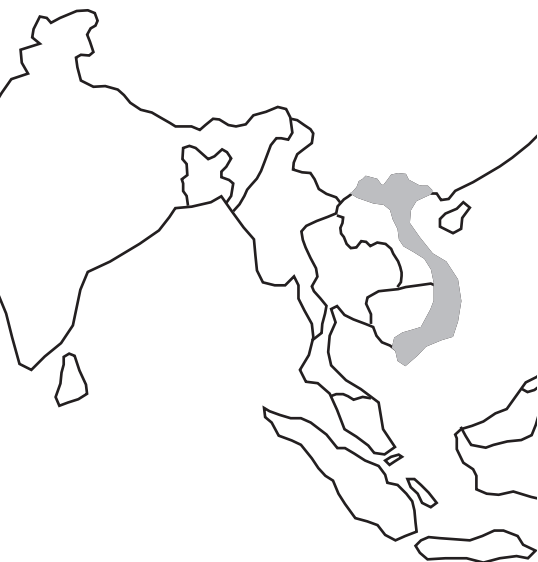
MAJOR MEDIA — Television and Radio

United Broadcasting Corporation (UBC) Cable TV

Language	:	Thai and English
Reach	:	100,000 paid subscriptions
Address	:	118/1 Tipco Building Rama VI Road, Sam Sean Nai Phayathai, Bangkok 10400
Telephone/ Fax	:	+66 2 615 97 88/ +66 2 615 95 99, +66 2 615 90 93
E-Mail	:	information@ubctv.com
Website	:	http://www.ubctv.com
Ownership	:	United Broadcasting Corporation Plc
Managing Director	:	Somphand Jarumilint

United Broadcasting Corporation is the country's only cable television operator. It was created through a merger between UTV and IBC in 1998. UBC uses Digital Satellite Television DStv and Fiber Optic Cable technologies. It offers more than 25 assorted channels of news and entertainment including BBC, Cinemax, CNBC, CNN, Discovery, ESPN, HBO and TNT. UBC has over 100,000 paid subscribers.

VIETNAM



The history of the Vietnamese media dates back to 15 April, 1865 when the first- ever edition of Gia Dinh bao (Gia Dinh newspaper) in the national Vietnamese language was published in the southern city of Saigon. Through a long period of socio-political development in the country, alongside many national liberation movements, the Vietnamese press has since gained momentum and matured.

Among the diversified press during the struggle for national liberation, representing the range of political spectra, there was a newspaper called Thanh Nien (The Youth). The great patriot Nguyen Ai Quoc, who later became the first President of independent Vietnam, established it. The first issue of Thanh Nien was

distributed on June 21, 1925, and that date is marked as Revolutionary Press Day in Vietnam.

It is commonly recognized in Vietnam that the media are under the management of the Government. Private ownership of the media is not practised. Thanh Nien was the predecessor of Nhan Dan - the most influential newspaper in Vietnam today. It reflects the viewpoint of the Communist Party, the State and the people of Vietnam.

1986 became an important milestone in Vietnam's development process because in that year Vietnam adopted the Doi moi (renewal) policy. This policy covered all aspects of life and brought about a sea change in society. The media got great impetus and encouragement to develop, contributing greatly to Vietnam's development in general.

Since then, the media has made great leaps in quality and quantity. Currently, there are more than 600 publications throughout the country. They include nine national dailies and 108 weeklies; 45 local dailies, and 144 weeklies. Then there are 333 magazines, 16 bulletins, and 64 national and local radio and television broadcasting stations.

All the 64 provinces have their own newspapers, radio, and TV stations. The combined annual circulation of all the newspapers and magazines is about 600 million. There are 12,000 working journalists in the country.

There are also about 50 publishing houses in Vietnam. 36 are under state

management and 11 under provincial or city management. The publishing industry is working to achieve its goal of producing four books per person per year by 2005.

Thong tan xa Viet Nam (TTXVN), known outside as the Vietnam News Agency (VNA), is the only news agency catering to the national media. It was founded on September 15, 1945, soon after Vietnam declared independence from France on September 2, 1945.

It is commonly recognized in Vietnam that the media are under the management of the Government. Private ownership of the media is not practised. Thanh Nien was the predecessor of Nhan Dan - the most influential newspaper in Vietnam today

August 1, 1998 marked a milestone in VNA's development as it integrated itself into the worldwide web, the internet. It has a network of 64 local bureaus in 64 provinces and cities throughout the country, and 25 overseas offices in Asia, Europe, Africa, America, and Oceania.

The state-owned Voice of Vietnam (VOV) operates the national radio networks, including the VOV 5 channel which offers programmes in English, French, Russian and other foreign languages. Vietnam

VIETNAM

Television (VTV) is becoming popular. It broadcasts to the whole country from Hanoi and via satellite to a wider region. There are many provincial TV stations.

With the fast development of information technology and its large-scale application, e-newspapers and Internet Service Providers have mushroomed in Vietnam. A large number of websites have been created to provide online information to the world.

The biggest online information providers are the Vietnam Data Communication Company (), the Corporation for Financing and Promoting Technology (<http://www.fpt.vn>), Saigonet (), the Vietnam market trade information net (), the Vietnam News (), the Nhan dan e-newspaper in English (), and the Vietnam website (). The number using the internet up to May 2004 was nearly four million, accounting for 5.42 per cent of Vietnam's population.

MAJOR MEDIA — NEWS AGENCY

Vietnam News Agency (VNA)

Established	:	1945
Language	:	Vietnamese, English
Address	:	5 Ly Thuong Kiet St., Hanoi
Telephone/ Fax	:	+84 4 825 54 43/ +84 4 825 29 84
E-mail	:	btk@vnagency.com.vn
Website	:	http://www.vnnet.vn
Director General	:	Le Quoc Trung

VNA is the official news service of the Socialist Republic of Vietnam. It has more than 30 publications, including daily bulletins, daily, weekly and monthly newspapers, and magazines in Vietnamese, English, French, and Spanish. The VNA also provides online information in these languages.

VIETNAM

MAJOR MEDIA — Print

Nhan Dan (People)

Published	:	Daily, since 1951
Language	:	Vietnamese
Circulation	:	180,000
Average pages	:	8 (weekdays), 16 (weekend)
Market	:	Nationwide
Advertising rate	:	US\$ 600.00 - US\$ 2,300.00/ page inside/ back, colour US\$ 100.00 - US\$ 2,000.00/ page inside/ back, b/w
Address	:	71 Hang Trong St., Hanoi
Telephone/ Fax	:	+84 4 25 42 31/ +84 4 825 55 92
E-mail	:	toasoan@nhandan.org.vn
Website	:	http://www.nhandan.org.vn
Publisher	:	Communist Party of Vietnam
Editor-in-Chief	:	Dinh The Huynh

Nhan Dan newspaper is the Central Organ of the Communist Party of Vietnam. Its first issue was published on March 11, 1951, in the War Zone of Viet Bac during the Resistance War against French colonialism. Nhan Dan editions are printed at seven printing houses in Hanoi, Ho Chi Minh City, Nghe An, Da Nang, Can Tho, Binh Dinh, and Dac Lac. Nhan Dan newspaper is published nationwide as well as abroad. The first issue of Nhan Dan online was published on June 21, 1998.

Quan Doi Nhan dan (People's Army)

Published	:	Daily, since 1950
Language	:	Vietnamese
Circulation	:	70,000
Average pages	:	8 (weekdays), 16 (weekend)
Market	:	Nationwide
Address	:	7 Phan Dinh Phung St., Hanoi
Telephone/ Fax	:	+84 4 845 41 18/ +84 4 828 69 13
E-mail	:	
Website	:	http://www.quandoinhandan.org.vn
Publisher	:	Ministry of Defence
Editor-in-Chief	:	Nguyen Quang Thong

This is one of the largest and most popular daily newspapers in Vietnam, run by the Ministry of Defence. Focusing on military affairs, it also reflects all aspects of common life.

VIETNAM

MAJOR MEDIA — Print

Tin tức (News)

Published	: Daily evening, since 1999
Language	: Vietnamese
Circulation	: 50,000 (weekdays), 30,000 (weekend)
Average pages	: 16 (weekdays), 16 (weekend)
Market	: Mainly for Hanoi and Ho Chi Minh City
Advertising rate	: US\$ 200.00 US\$ 800.00/ page inside/ back, colour US\$ 150.00 - US\$ 500.00/ page inside/ back, b/w
Address	: 5 Ly Thuong Kiet St., Hanoi
Telephone/ Fax	: +84 4 826 70 42/ +84 4 930 67 98
E-mail	: baotintuc@vnagency.com.vn
Publisher	: Vietnam News Agency
Editor-in-Chief	: Nguyen Duy Cuong

Until recently, this was the only evening newspaper in Vietnam. Run by the Vietnam News Agency, it is informative and very strong on international current events.

Hanoimoi (New Hanoi)

Published	: Daily, since 1957
Language	: Vietnamese
Circulation	: 50,000 (weekdays), 30,000 copies (weekend)
Average pages	: 8
Market	: Hanoi
Advertising rate	: US\$ 600.00 - US\$ 2,300.00/ page inside/ back, colour US\$ 100.00 - US\$ 2,000.00/ page inside/ back, b/w
Address	: 44 Le Thai To St., Hanoi
Telephone/ Fax	: +84 4 825 30 67/ +84 4 824 80 54
E-mail	: tsbaohanoimoi@hn.vnn.vn
Website	: http://www.hanoimoi.com.vn
Publisher	: Hanoi Communist Party Committee
Editor-in-Chief	: Nguyen Xuan Trinh

This is the mouthpiece of the Hanoi Communist Party Committee. From October this year Hanoimoi publishes an evening edition, the second evening newspaper in Vietnam. Its distribution is confined to Hanoi only.

VIETNAM

MAJOR MEDIA — Print

Sai Gon Giai phong (Saigon Liberated)

Published	: Daily, since 1975
Language	: Vietnamese
Circulation	: 100,000 (weekdays), 14,000 (weekend)
Average pages	: 8
Market	: Ho Chi Minh City
Advertising rate	: US\$ 200.00 - US\$ 2,100.00/ page inside/ back, colour US\$ 100.00 - US\$ 1,500.00/ page inside/ back, b/w
Address	: 432-238 Nguyen Thi Minh Khai St., Ho Chi Minh City
Telephone/ Fax	: +84 8 839 53 42/ +84 8 832 49 58
E-mail	: sggp@hcm.vnn.vn
Website	: http://www.sggp.org.vn
Publisher	: Ho Chi Minh City Communist Party Committee
Editor-in-Chief	: Duong Trong Dat

Saigon Giai Phong came into being after the liberation of South Vietnam in 1975, and quickly became a popular, widely-read newspaper. It is an organ of the Ho Chi Minh City Communist Party Committee.

Lao dong (Labour)

Published	: Daily, since 1929
Language	: Vietnamese
Circulation	: 100,000
Average pages	: 8
Market	: Nationwide
Advertising rate	: US\$ 400.00 - US\$ 1,600.00/ page inside/ back, colour US\$ 100.00 - US\$ 1,200.00/ page inside/ back, b/w
Address	: 51 Hang Bo St., Hanoi
Telephone/ Fax	: +84 4 825 24 41/ +84 4 825 44 41
E-mail	: baolaodong@hn.vnn.vn
Website	: http://www.laodong.com.vn
Publisher	: Vietnam Labour General Confederation
Editor-in-Chief	: Vuong Van Viet

Lao dong is a very old and prestigious newspaper, serving the interests of the working class. It recently celebrated its 75th anniversary.

VIETNAM

MAJOR MEDIA — Print

Tien Phong (Vanguard)

Published	: Daily, since 1991
Language	: Vietnamese
Circulation	: 90,000
Average pages	: 16 (weekdays), 50 (weekend)
Market	: Nationwide
Advertising rate:	US\$150.00 - US\$ 1,900.00/ page inside/ back, colour US\$ 30.00 - US\$ 800.00/ page inside/ back, b/w
Address	: 15 Ho Xuan Huong Hanoi
Telephone/ Fax	: +84 4 943 40 31/ +84 4 943 06 93
E-mail	: baotienphong@hn.vnn.vn
Publisher	: Central Committee of the Communist Youth League
Editor-in-Chief	: Duong Xuan Nam

Official organ of the Youth organisation of Vietnam, Tien Phong has many publications dedicated to the Youth League.

Thanh nien (The youth)

Published	: Daily, since 1986
Language	: Vietnamese
Circulation	: 150,000
Average pages	: 16 - 24
Market	: Nationwide
Advertising rate	: US\$ 200.00 - US\$ 1,750.00/ page inside/ back, colour US\$ 100.00 - US\$ 1,470.00/ page inside/ back, b/w
Address	: 248 Cong Quynh, Ho Chi Minh City
Telephone/ Fax	: +84 8 832 20 26/ +84 8 832 20 25
Email	: toasoan@thanhvien.com.vn
Website	: http://www.thanhvien.com.vn
Publisher	: Vietnam National Youth Federation
Editor-in-Chief	: Nguyen Cong Khe

Thanh Nien, the flagship publication of the Vietnam National Youth Federation, launched its first issue on January 3, 1986. Since then, it has become one of the most prestigious and influential newspapers in Vietnam.

VIETNAM

MAJOR MEDIA — Print

Tuoi tre (Young Age)

Published	: Daily, since 1975
Language	: Vietnamese
Circulation	: 280,000
Average pages:	16
Market	: Nationwide
Advertising rate	: US\$ 1,000.00 - US\$ 3,000.00/page
inside/back, colour	US\$ 100.00 - US\$ 1,900.00/ page inside/ back,
b/Address	: 161 Ly Chinh Thang, Dist 3, Ho Chi Minh City
Telephone/ Fax	: +84 8 931 69 93 to -5/ +84 8 846 64 00
E-mail	: tuoitre@hcm.fpt.vn
Website	: http://www.tuoitre.com.vn
Publisher	: Ho Chi Minh City Youth League
Editor-in-Chief	: Le Hoang.

Tuoi tre is an informative newspaper, popular especially in the South. It is a press organ of the Ho Chi Minh City Youth League.

Thoi bao Kinh te Viet Nam (Vietnam Economic Times)

Published	: Weekly, since 1991
Language	: Vietnamese and English
Circulation	: 30,000
Average pages	: 24
Market	: Nationwide
Advertising rate	: US \$ 550.00 - US\$1,500.00/ page inside/ back, colour
	US\$ 420.00 – US\$ 1,150.00/ page inside/ back, b/w
Address	: 157 Nguyen Thai Hoc St., Hanoi
Telephone	: +84 4 755 20 60
Publisher	: Economic Science Association of Vietnam
Editor-in-Chief	: Dao Nguyen Cat

Vietnam Economic Times is the most authoritative newspaper on economic matters.

VIETNAM

MAJOR MEDIA — Print

Tap chi cong san (Communist Review)

Published	: Weekly, since 1955
Language	: Vietnamese
Circulation	: 53,000
Average pages	: 64
Market	: Nationwide
Address	: 1 Nguyen Thuong Hien St., Hanoi
Telephone/ Fax	: +84 4 942 20 61/ +84 4 822 28 46
Publisher	: Communist Party of Vietnam
Editor-in-Chief	: Le Huu Nghia

Tap chi cong san is one of the important journals of the ruling Communist Party, focussing on theoretical matters.

An ninh the gioi (World Security)

Published	: Weekly, since 1998
Language	: Vietnamese
Circulation	: 500,000
Average pages	: 16
Market	: Nationwide
Advertising rate	: US\$ 300.00 - US\$ 1,300.00/ page inside/ back, colour US\$ 200.00 - US\$ 840.00/ page inside/ back, b/w
Address	: 100 Yet Kieu St., Hanoi
Telephone/ Fax	: +84 4 822 31 61/ +84 4 822 40 08
E-mail	: antg@hn.vnn.vn
Publisher	: Ministry of Public Security
Editor-in-Chief	: Huu Uoc

VIETNAM

MAJOR MEDIA — Print

Viet Nam News

Published	: Daily, since 1991
Language	: English
Circulation	: 10,000
Average pages	: 28 (plus a 64 pages monthly Outlook)
Market	: Nationwide
Advertising rate	: US\$ 250.00 - US\$ 4,000.00/ page inside/ back, colour US\$ 23.00 - US\$ 1,500.00/ page inside/ back, b/w
Address	: 79 Ly Thuong Kiet St., Hanoi
Telephone/ Fax	: +84 4 933 23 14/ +84 4 933 23 11
E-mail	: vnnews@vnagency.com.vn
Website	: http://www.vietnamnews.vnanet.vn
Publisher	: Vietnam News Agency
Editor-in-Chief	: Tran Mai Huong

The launch of Viet Nam News daily by the Vietnam News Agency coincided with the introduction of the Doi moi or renewal policy. Since then, Viet Nam News has become a national English newspaper, published seven days a week. It reports on the rapid strides taken by the country in economic development and integration with regional and world economies. Viet Nam News has a daily and Sunday edition and a monthly edition of Outlook.

Saigon Times

Published	: Daily, since 1991
Language	: English
Circulation	: 14,000
Average pages	: 12 (weekdays), 50 (weekend)
Market	: Ho Chi Minh City
Advertising rate	: US\$ 250.00 - US\$ 2,000.00/ page inside/ back, colour US\$ 30.00 - US\$ 1,000.00/ page inside/ back, b/w
Address	: 35 Nam Ky Khoi Nghia, Dist. 1, Ho Chi Minh City
Telephone/ Fax	: +84 8 829 59 36/ +84 8 821 20 43
E-mail	: saigontimes@hcm.vnn.vn
Website	: http://www.saigontimes.com.vn/daily
Publisher	: Ho Chi Minh City Service of Commerce
Editor-in-Chief	: Vo Nhu Lanh

MAJOR MEDIA — Print

Vietnam Economic News

Published	: Weekly, since 1996
Language	: English
Circulation	: 9,000
Average pages	: 50
Market	: Nationwide
Advertising rate	: US\$ 400.00 - US\$ 800.00/ page inside/ back, colour
Address	: 76 Nguyen Truong To St., Hanoi
Telephone	: +84 4 716 17 61
E-mail	: ttkthn@vnn.vn
Editor-in-Chief	: Tran Ve

Vietnam Investment Review

Published	: Weekly, since 1991
Language	: English
Circulation	: 25,000
Average pages	: 24
Market	: Nationwide
Advertising rate:	US\$ 520.00 - US\$ 2,950.00/ page inside/ back, colour US\$ 100.00 - US\$ 1,950.00/ page inside/ back, b/w
Address	: 175 Nguyen Thai Hoc St., Hanoi
Telephone/ Fax	: +84 4 845 05 37/ +84 4 845 79 37
E-mail	: vir@hn.vnn.vn
Website	: http://www.vir_vietnam.com
Publisher	: Ministry of Planning and Investment
Editor-in-Chief	: Nguyen Phu Ky

Run by the Ministry of Planning and Investment, Vietnam Investment Review includes the weekly English “Timeout”, the bi-weekly “Dau tu”, and the weekly “Dau tu chung khoan” (Investment to securities) in Vietnamese.

VIETNAM

MAJOR MEDIA — Print

Le Courier du Vietnam

Published	: Daily, since 1960
Language	: French
Circulation	: 4,000
Average pages	: 16
Market	: Francophones
Advertising rate	: US\$ 500.00 - US\$ 1,000.00/ page inside/ back, colour US\$ 200.00 - US\$ 700.00/ page inside/ back, b/w
Address	: 33 Le Thanh Tong St., Hanoi
Telephone/ Fax	: +84 4 933 45 87/ +84 4 825 83 68
E-mail	: courrier@vnagency.com.vn
Website	: http://www.lecourrier.vnagency.com.vn
Publisher	: Vietnam News Agency
Editor-in-Chief	: Tran Son Mach

This is the only French language newspaper in Vietnam.

MAJOR MEDIA — Magazines

Bao anh Vietnam (Vietnam Pictorial)

Published	: Weekly, since 1954
Language	: Vietnamese, English, Lao, Spanish
Circulation	: 15,000
Average pages	: 68
Market	: Foreign countries
Advertising rate	: US\$ 800.00 - US\$ 1,200.00/ page inside/ back, colour
Address	: 11 Tran Hung Dao, Hanoi
Telephone/ Fax	: +84 4 933 23 01/ +84 4 933 22 91
E-mail	: vnpictorial@vnagency.com.vn
Website	: http://www.vietnampictorial.vnnetvn/
Publisher	: Vietnam News Agency
Editor-in-Chief	: Nguyen Vinh Quang

Vietnam Pictorial is the first illustrated magazine created for foreign readers. It focuses on presenting Vietnam to the world.

MAJOR MEDIA — Magazines

Heritage Magazine

Published	: Monthly, since 1993
Language	: English, Vietnamese
Circulation	: 80,000
Average pages	: 48
Market	: In-flight passengers
Advertising rate	: US\$ 270.00 - US\$ 8,600.00/ page inside/ back, colour
Address	: 23 Phan Chu Trinh, Hanoi
Telephone/ Fax	: +84 4 933 23 34/ +84 4 933 23 38
E-mail	: heritagead@hcm.fpt.vn
Publisher	: Vietnam Airlines Authority
Editor-in-Chief	: Luong Hoai Nam

Heritage magazine is an in-flight publication of the Vietnam Airlines Authority, available free of charge on all VNA flights.

International Studies Review

Published	: Quarterly, since 1993
Language	: English, Vietnamese
Circulation	: 4,000
Average pages	: 60
Market	: Nationwide
Address	: 69 Chua Lang St., Hanoi
Telephone/ Fax	: +84 4 775 22 81/ +84 4 834 35 43
E-mail	: iirhvqhqt@hn.vnn.vn
Publisher	: Institute for International Relations, Ministry of Foreign Affairs
Editor-in-Chief	: Trinh Quang Thanh

The Review provides general information as well as commentaries on politics and economics.

VIETNAM

MAJOR MEDIA — Television and Radio

The Voice of Vietnam (VOV)

On air since	: September 7, 1945
Address	: 58 Quan Su St., Hanoi
Telephone/ Fax	: +84 4 825 41 64/ +84 4 826 58 75
E-mail	: vovnews@hn.vnn.vn
Website	: http://www.vov.org.vn
Director General	: Vu Van Hien

The Voice of Vietnam broadcasts on five channels: VOV 1: News & Current Affairs programs with a daily airtime of 18 hours; VOV 2: Economic, Social, Cultural and Education programs with a daily airtime of 18 hours; VOV 3: Music and News programs 24 hours a day; VOV 4: broadcasts in 5 ethnic minority languages; and the channel for foreigners living in Vietnam broadcasts in 12 languages - English, French, Russian, Spanish, Japanese, Cantonese, Lao, Thai, Khmer, Indonesian, and Vietnamese. , an Overseas Service, is for a foreign audience.

Vietnam Television (VTV)

On air since	: September 7, 1970
Language	: Vietnamese, English, French
Address	: 43 Nguyen Chi Thanh St., Hanoi
Telephone/ Fax	: +84 4 834 30 81/ +84 4 835 53 32
E-mail	: thvn@vtv.org.vn
Website	: http://
Director General	: Vu Van Hien

Vietnam Television (VTV) is the youngest and fastest-developing medium in Vietnam. There are five channels: VTV1, VTV2, VTV3, VTV4, VTV5, covering all regions of the country.

The importance of communication in the information Age cannot be overstated. Nor can the fact in this enterprise, journalist and media owners play a pivotal role. For this reason, a directory which takes stock of the status of the print and broadcast media in each ASIA country and lists all major media outlets operating in the region is a welcome resource...



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