

infoasaid Afghanistan Media and Telecoms Landscape

Guide

March 2011



http://www.lib.utexas.edu/maps/middle_east_and_asia/txu-oclc-309296021-afghanistan_admin_2008.jpg Map of Afghanistan's administrative divisions

1. Introduction

Afghanistan has been engulfed in conflict for more than 30 years.

A succession of civil wars and insurgencies have wrecked the country's infrastructure, stunted its development and caused massive human suffering.

Over 10,000 people were killed by fighting in 2010, according to the Afghan Interior Ministry.

The United Nations said 20 percent of Afghanistan's 398 districts were inaccessible to humanitarian workers in 2009 due to security concerns.

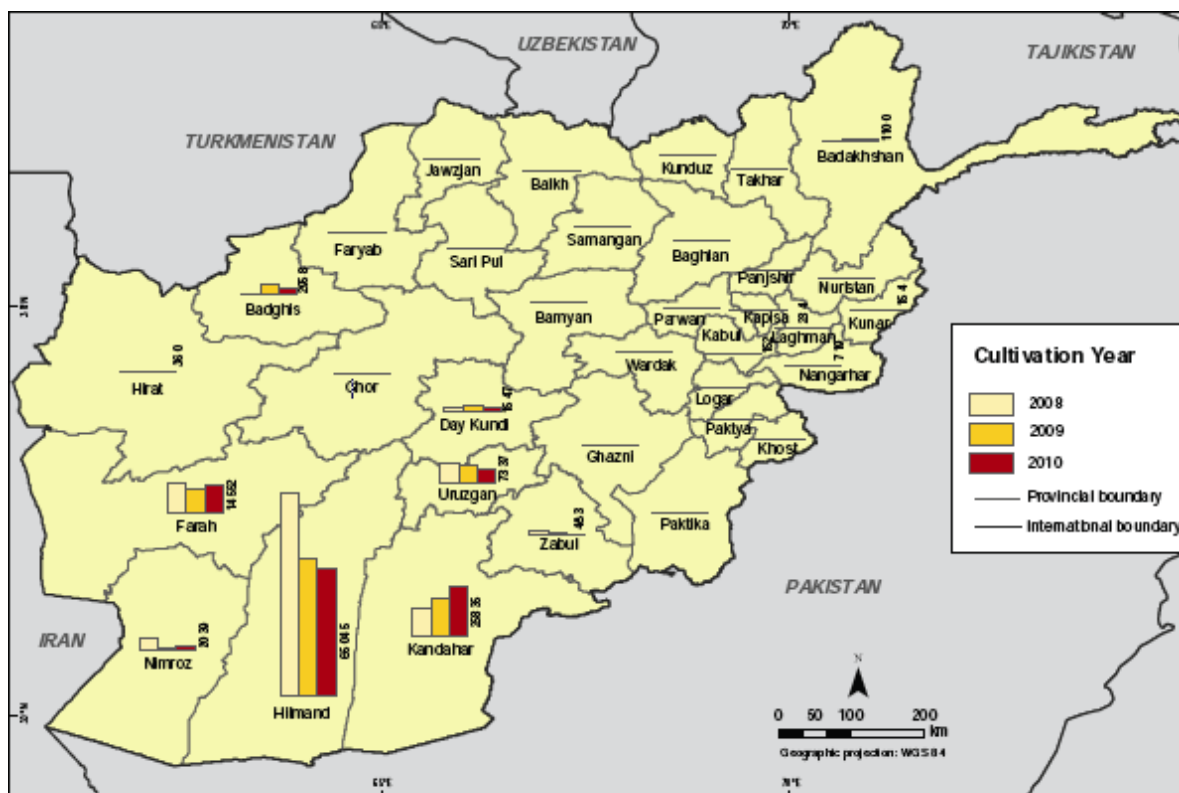
At the end of 2010, about three million people – over 10% of the population – were either internally displaced or living in refugee camps in Pakistan and Iran.

A third of the country's 29 million population lives in extreme poverty. Only one in four Afghans can read and write.

Frequent natural disasters, including drought, flooding and waves of extreme winter cold, have added to the misery caused by a generation of conflict.

Illegal drugs have added to the misery. Afghanistan is the world's largest producer of opium, the raw material for making heroin. Most of the opium is grown in the southern provinces of Helmand, Kandahar and Farah. Several hundred thousand Afghans are addicted to narcotics.

Unofficial taxes imposed on the drugs trade by armed factions help to pay for the continuation of conflict. In 2008, the UN Office on Drugs and Crime estimated that the Taliban Islamic fundamentalist movement derived an annual income of up to \$450 million from its control of opium production.



Map of opium cultivation in Afghanistan between 2008 and 2010, UNODC Afghanistan Opium Survey 2010.

In late 2010 fighting between the Western-backed government in Kabul and the Taliban was increasing in intensity. Few analysts were predicting an early end to the conflict.

A guerrilla war against Soviet occupation started in 1979 and lasted 10 years. Soviet forces withdrew from Afghanistan in 1989. The government in Kabul backed by Moscow collapsed three years later.

A four-year civil war between rival Afghan factions ensued. This ended with the victory of the Taliban in 1996.

The Taliban were ousted from power by a US-led invasion in 2001 and a new government was created that included many warlords from other armed factions.

The Taliban has regained military strength since then. Fighting is particularly intense in the south and east of Afghanistan.

In late 2010 the pro-Western government of President Hamid Karzai was backed by a combined US and NATO force of more than 200,000 military personnel known as the International Security Assistance Force (ISAF).

Western governments have said they intend to withdraw all combat forces from Afghanistan by 2014. But many diplomats doubt the ability of the Afghan National Army and the police to hold their own against the Taliban afterwards.

Since the ousting of the Taliban in 2001, the Afghan media has flourished.

Television, which was banned under the Taliban, has re-emerged and become popular, especially in the main towns.

Private radio stations have sprung up across the entire country.

The print media and the internet have also blossomed.

However, newspapers and the internet have a limited impact outside Kabul because literacy levels remain very low, especially amongst women.

Only one in 10 Afghan women can read and write.

The Taliban banned girls from attending school. However, since the Taliban were ousted from government, women have been actively encouraged to acquire a formal education and play a prominent role in public life.

Over the past decade, Afghanistan has established an extensive mobile telecommunications infrastructure from scratch. According to USAID, this now reaches 85% of the population.

Mobile telephony has created a brand new channel for mass communication in the country. More than half of all Afghans own a mobile phone. Some can access recorded news and information messages from their handsets.

The number of Afghan refugees living in neighbouring countries has diminished in recent years thanks to a UN-supervised return programme.

But in late 2010 there were still, 1.7 million Afghan refugees living in camps in Pakistan and a further 936,000 in Iran.

According to UNHCR, there were also 319,000 internally displaced people (IDPs) within Afghanistan.

The war between the Taliban and the Western-backed government in Kabul is not the only conflict that has forced people to flee their homes.

Localised inter-communal conflicts are common. The nomadic Kuchi tribe, for example, has been locked for years in a violent dispute with Hazara villagers in central Afghanistan over land issues.

This conflict has been exacerbated by harsh climatic conditions, which have forced Kuchi herdsmen to seek new grazing areas for their sheep and goats

The three million Kuchi are particularly exposed to extreme weather conditions. Many of them have lost their livestock and been left destitute as a result of recurring drought.

The official languages of Afghanistan are **Dari** and **Pashto** and these two languages dominate the mainstream media.

According to the CIA World Factbook, about 50% of Afghans speak Dari, which is closely related to Iranian Farsi. It is the main language spoken in the West, the Centre and the Northeast of Afghanistan. Dari speakers can understand Farsi language TV and radio broadcasts.

The same source says about 35% of Afghans speak Pashto as their mother tongue. This is the main language spoken in Southern and Eastern Afghanistan.

The ratio of Dari to Pashto speakers in Afghanistan is a politically sensitive issue. Some estimates put the percentage of native Pashto speakers much higher.

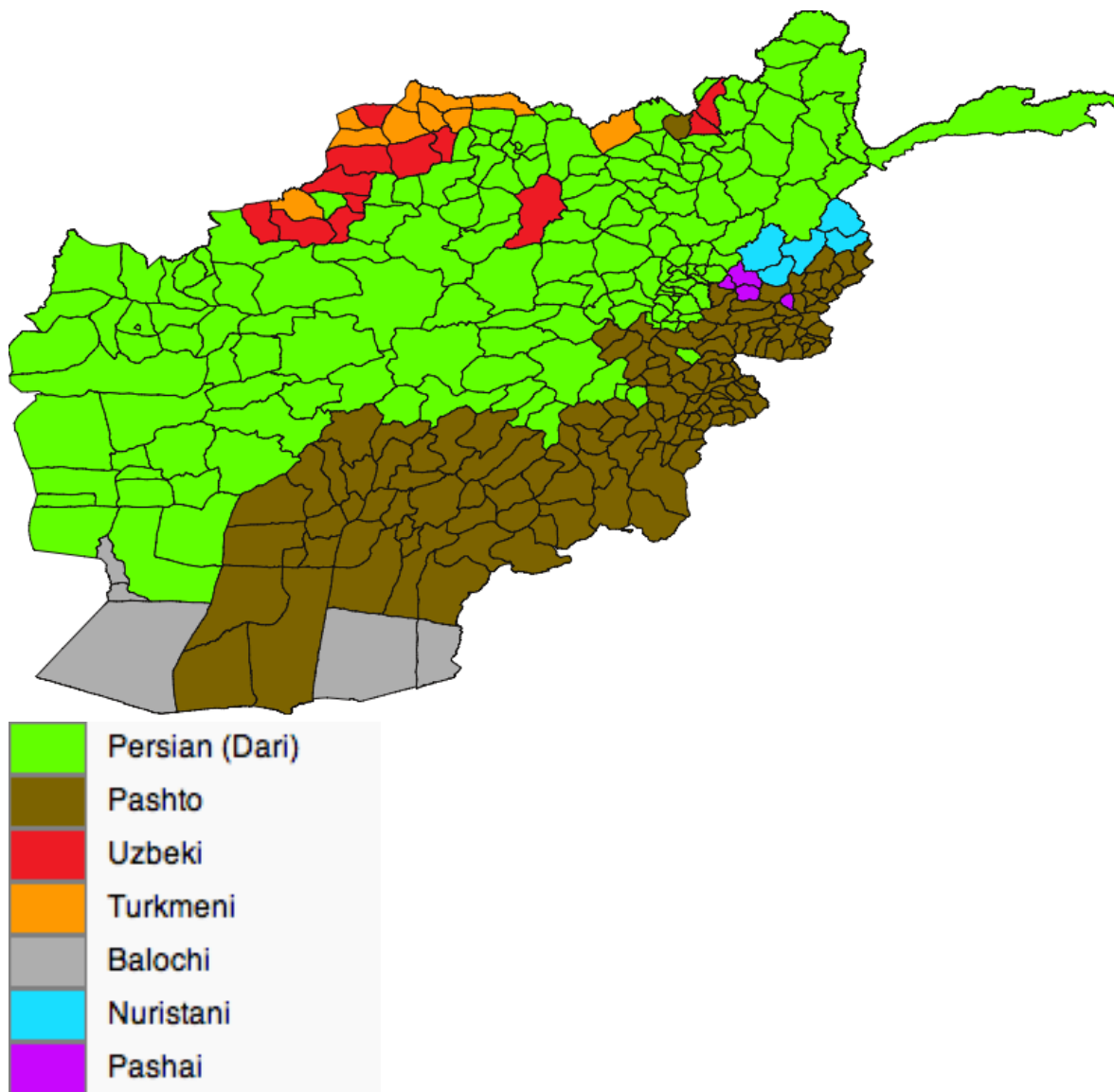
Many Afghans are bilingual in both languages.

The other main languages are **Uzbek** and **Turkmen**. These are spoken by ethnic minorities who mainly live in northern districts near the border with Uzbekistan and Turkmenistan.

Nuristani is spoken in a small area east of Kabul and **Balochi** is spoken in parts of the extreme south

English is the main international language used in Afghanistan.

Humanitarian organisations planning to launch communications initiatives with intended beneficiaries should coordinate their actions with other stakeholders through the UN Office for the Coordination of Humanitarian Affairs (OCHA) Kabul office <http://ochaonline.un.org/afghanistan/Home/tabid/5287/language/en-US/Default.aspx> and the Cluster leads.



Language map of Afghanistan

Source: Wikipedia

Afghanistan at a glance:

Population	29.0 million (World Bank 2008)
Main languages	Dari (Afghan Persian) and Pashto
Other languages widely used in broadcasting	English
GNI per capita	\$370 (World Bank 2009)
Adult literacy rate	28.1% of the population (43.1% male, 12% female – CIA World Factbook)
Mobile phone penetration	61% of the population in 2010 (USAID)
Number of mobile phone lines	18.1 million (2010 GSMA)
Mobile network coverage	85% of the population in 2010 (USAID)
Internet subscribers	6.0% of the population in 2010 (BBC World Service)
Ranking in UN Human Development Index 2010	155 (out of 182)
Ranking in RSF World Press Freedom Index 2010	147 (out of 178)

2. Media Overview

The Afghan media have flourished since the Taliban were ousted from power in 2001.

Under Taliban rule, television was banned and there was only one government-controlled radio station.

Today Afghanistan boasts over 75 TV stations, 175 radio station and hundreds of newspapers and magazines.

However, according to pro-democracy groups, heavy handed government controls on radio, television and newspapers and the harassment and intimidation of journalists remain major problems.

Radio is still the main channel for communicating news and information. But it is losing ground steadily to television, particularly in the towns and cities.

As television ownership grows, the number of households with a radio set is declining.

A media audience survey commissioned by USAID in 2010 (<http://www.altaiconsulting.com/docs/media/2010/Afghan%20Media%20in%202010.pdf>) found that 63% of all Afghans listen to radio regularly.

The survey, conducted by Altai Consulting, found that only 48% of all Afghans watch television regularly.

But it showed that once Afghans get a television in their home, they tend to abandon the radio.

The Altai Consulting survey of 6,648 people in over 900 towns and villages indicated that 58% of households with a TV no longer possess a radio.

Other recent audience surveys by BBC World Service Trust and the Asia Foundation indicate a slightly higher rate of radio listening than the Altai Consulting study. But all three point to a steady drift of broadcasting audiences from radio to television.

It is therefore vital that humanitarian agencies communicate with the public through television as well as radio to ensure that they engage a wide audience.

Mobile phone penetration in Afghanistan reached 61% in 2010.

However, the growth of newspapers has been hampered by low literacy rates and distribution problems related to insecurity.

The inability of most Afghans to read and write has also hampered growth of the internet.

Only 6% of Afghans have access to the internet, according to a BBC World Service Trust survey conducted in 2010. Internet usage is concentrated in Kabul.

Nevertheless, internet usage is increasing fast among educated young men who frequent internet cafes. University students are particularly keen web surfers.

Given the conservative nature of Afghan society, it is widely regarded as inappropriate for women to use internet cafes. Educated Afghan women are therefore less likely to surf the web than their male counterparts.

The government exercises tight control over the media. Journalists have to contend with draconian media laws, intimidation and political manipulation.

Afghanistan ranked 147th out of 178 countries listed in the Reporters Sans Frontieres World Press Freedom Index in 2010.

Reporters Sans Frontieres is concerned at rising levels of violence and repression in the media. The organisation, which promotes global press freedom, said in its 2010 review: "The Afghan media is in its worst state for six years."

Acts of violence against journalists rose by 70% in 2009, according to the Afghan media development organisation Nai. The majority of the attacks which it recorded were committed by government security personnel.

The prevailing climate of fear has contributed to a lack of impartial and authoritative analysis in the media.

In 2009 the government introduced a Mass Media Law that was ostensibly aimed at increasing press freedom. Although widely regarded as an improvement on previous legislation, it is often criticised for being too restrictive.

The Mass Media Law prohibits journalists from publishing "matters contrary to the principles of Islam and offensive to other religions and sects".

The government has used the sweeping powers granted to it by the Mass Media Law to shut down several privately-owned media outlets and ban a number of radio and TV programmes.

In July 2010, the government shut down **Emroz TV**, a privately-owned Dari-language station based in the western city of Herat. Emroz TV was well known for its fierce criticism of the Iranian government. It was taken off air for spreading hatred.

In September 2010, the government also banned the Pashto-language news website **Benawa.com** after it erroneously reported that Vice-President Mohammad Qasim Fahim had died. Benawa.com protested that the mistake had been rectified within half an hour. It accused Information Minister Sayed Makhdum Rahin of imposing the ban because the website had published unflattering stories about him.

Reporters Sans Frontieres and other press freedom organizations have expressed concern that this kind of state interference is increasing.

Nevertheless, about 50 new TV stations and 100 new radio stations have opened since 2005.

The majority of these new media outlets have been created with little or no international assistance. Most are local stations with a relatively small broadcast footprint.

According to the Altai Consulting survey, the most popular television channel is **Tolo TV**. It gave this Dari language commercial TV station a market share of 45%.

Tolo TV belongs to the privately owned **Moby Group**.

Ariana, another privately owned channel which broadcasts terrestrially in Kabul and nationwide on satellite, emerged as the second most popular TV station.

The state broadcaster, **Radio Television Afghanistan (RTA)** trailed a distant third.

Radio audiences are more fragmented.

State-run **Radio Afghanistan** and its associated regional stations together command the largest nationwide audience, according to Altai Consulting.

They are followed in second place by **Radio Azadi**, an Afghan radio station run by the US government financed broadcaster **Radio Liberty/Radio Free Europe**.

Arman FM, a music and news station owned Moby Group, emerged as the most popular commercial radio station. It is widely listened to by young people in and around Kabul.

Altai Consulting said 63 per cent of Afghans listened to the radio on a regular basis in 2010, down from 83 per cent five years earlier.

Afghans are turning instead to television and video entertainment.

Altai Consulting found that a third of all households with television have two or more sets.

It also found that nearly a quarter of households with television have a satellite dish and that nearly a quarter of homes with a television set own a DVD player.

The Altai Consulting survey showed that national news, drama and music and entertainment shows were the most popular form of radio programming.

These were followed by religious programmes, movies, political debates, international news and local news.

Altai Consulting found that Afghans have a lot of confidence in what they hear on radio and TV. But it noted that people always try to confirm broadcast news and information from more than one source.

Several foreign radio stations attract large audiences, particularly for their programmes in Dari and Pashto.

The main foreign stations are the **BBC World Service** and **Voice of America (VOA)**. The latter broadcasts in Dari and Pashto under the names **Radio Ashna**. It also operates a service aimed mainly at Pashto speakers on the Pakistani side of the border called **Deewa Radio**.

3. Afghanistan's main media organisations

Radio Television Afghanistan (RTA) www.rtakabul.tripod.com

RTA is the state broadcasting corporation. It runs a nationwide network of radio and television stations.

RTA broadcasts in **Dari** and **Pashto** and, to a lesser extent, in **English**.

Its radio service, **Radio Afghanistan**, runs two medium wave AM stations and nine regional FM stations across the country.

Its free-to-air television service runs two channels, **RTA TV** and **Afghan National Television (ANTV)**. They broadcast in **Dari, Pashto** and **English**.

RTA also runs an international TV channel which is available to the diaspora in Europe and North America by satellite and cable.

According to Altai Consulting, **Radio Afghanistan** is the most-listened to radio network in the country, with 18% of the national radio audience tuning in regularly to its national and regional stations.

However, **RTA TV** only comes third in the television rankings after the commercial stations Tolo TV and Ariana. RTA TV is only watched regularly by 7% of viewers.

The BBC World Service Trust, Canal France Internationale and Deutsche Welle have been working to help to turn RTA from a government mouthpiece into a more independent public service broadcaster. They have also provided training to improve the standard of its journalism.

However, the independence of RTA continues to be called into question. There have been several reported instances of government ministers intervening with its supposed neutrality.

Moby Group www.mobygroup.com

Moby Group is the leading private sector broadcaster in Afghanistan.

It dominates national television and runs the most popular commercial radio station in Kabul.

The company was founded in 2002 by four Afghan émigrés who returned to Kabul from Australia.

The main businesses of Moby Group are:

- **Tolo TV**, which broadcasts in **Dari**. It is Afghanistan's most popular TV station, According to Altai Consulting, Tolo TV is watched regularly by 45% of all viewers.
- **Lemar TV**, which broadcasts mainly in **Pashto**. According to Altai Consulting it is Afghanistan's number four channel, watched regularly by 6% of viewers.
- **Arman FM**, a music radio station which broadcasts in both **Dari** and **Pashto**. It is popular with the under 25 age group, especially in Kabul..
- **Tolo News** - a 24-hour satellite news channel
- **Farsi 1** - a Farsi language satellite channel
- **Kaboora** – a television and film production company
- **Afghan Scene** - A printed magazine
- **Lapis** - an advertising agency

Address: Moby Group – Afghanistan, House 3, Street 12, Wazir Akbar Khan, Kabul, Afghanistan 1000

Tel: +93 799 32 10 10

Email: info@mobygroup.com



The Killid Group www.tkg.af

The Killid Group is a civil society media initiative that has created an independent network of eight FM radio stations across Afghanistan.

It also manages a partnership of 28 affiliated radio stations throughout the country.

In addition, the Killid Group owns two weekly magazines; *Mursal Women's Magazine* and *Killid Weekly*. It is planning to establish a television station.

The Killid Group is the largest non-commercial independent media company in Afghanistan. It is run by Development and Humanitarian Services for Afghanistan (DHSA) <http://www.dhsa.af/>, a long established Afghan NGO.

The Killid Group's stated ambition is to promote civic media, free speech and open discourse in Afghanistan and to strengthen the press as an independent source of information.

The media initiative was launched in 2002. Today it employs 160 radio, print and TV journalists.

The Killid Group offers training to Afghan journalists on human rights and war crimes investigative reporting techniques and sponsors conferences and workshops.

It claims to be the only Afghan media group with a presence in all 34 provinces, as well as distribution outlets in neighbouring Pakistan and Iran.

Most of its funding comes from advertising, grants and public broadcasting contracts.

At the end of 2010, Killid operated the following radio stations:

- **Radio Killid Kabul** – The station reaches an estimated 4,5 million people in Kabul and the surrounding area
- **Kabul Rock Radio** – Afghanistan's first radio station dedicated to rock and roll, launched in 2010.
- **Radio Killid Herat** – The station reaches an estimated 1.1 million people in and around the city of Herat
- **Radio Killid Kandahar**
- **Radio Killid Jalalabad**
- **Radio Killid Mazar**
- **Radio Killid Ghazni**
- **Radio Killid Khost**

Head office in Kabul: House #442, Street #6, Chardehi Watt, Near to Uzbekha Mosque, Karta-e-sea, Kabul,

Tel: +93(0)2500 717

Email: info@tkg.af

Advertising and public communication support - Asfana Rahimi

Email: sales@tkg.af

4. Radio

Despite the rapid growth of television, radio is still the most important source of news and information for Afghans, according to a BBC World Service Trust survey of 3,096 adults conducted in 2010.

The survey, entitled “Public Opinion in Afghanistan” found that 80% of households owned a working radio. It also found that radio was the most widely cited source of news and information (72% of respondents).

The choice of stations available is increasing rapidly, especially in Dari-speaking areas.

According to the US-based Asia Foundation, radio ownership is highest in Southeastern Afghanistan, where 97% of all households have a radio set, and in the Southwest (92%).

But it is lower in Central Afghanistan (62%) and the Northwest (63%). This may reflect a stronger migration of radio audiences to television in these areas.

An Asia Foundation survey conducted in 2010 found that more men (86%) listen to the radio than women (70%).

It also found that more rural Afghans (80%) listen to the radio than town dwellers (74%).

These trends were also reflected in the BBC World Service Trust survey.

Government-controlled **Radio Afghanistan** and its regional affiliates, reach 91 per cent of the country.

Other radio networks with a wide reach and a large national audience are:

- **Radio Azadi**, a US funded offshoot of Radio Liberty/Radio Free Europe
- **Radio Ashna**, the Afghan service of Voice of America (VOA)
- **BBC** Afghan service
- **The Killid Group** network of radio stations

A plethora of independent stations serve more localised audiences.

A 2010 survey by Altai Consulting found that Afghans trust these independent local radio stations more than any other source for local information.

Altai Consulting found that **Radio Afghanistan** was the most popular radio network, with an audience share of 18 per cent.

It was followed by **Radio Azadi** (14%), **Arman FM**, a Kabul-based commercial station (8%), **BBC** (7%), **Ashna** (6%) and **Killid** (5%).

A useful guide to short wave broadcasts in Afghanistan, produced by the British DX Club, can be found at <http://homepage.ntlworld.com/bdxcuk/afghanistan.pdf>

5. Afghanistan's main radio stations

Radio Afghanistan www.rtakabul.tripod.com

Radio Afghanistan is the national radio network of **Radio Television Afghanistan (RTA)**, the state broadcasting organization. During Taliban rule, it was renamed *Radio Voice of Shari'ah*. The network reverted to its former name, Radio Afghanistan, after the fall of the Taliban in 2001.

Radio Afghanistan broadcasts nationwide in **Dari** and **Pashto** on FM and medium wave for 18 hours per day.

It also broadcasts for seven hours per day on short wave.

Radio Afghanistan runs two medium wave AM stations and nine regional FM stations.

Its broadcasts reach 91% of the country (see coverage map).

A 2010 survey by Altai Consulting for USAID found that Radio Afghanistan and its affiliates had the largest audience share in the country – 18%.

The BBC World Service Trust, Deutsche Welle and Canal France Internationale have worked in partnership with Radio Afghanistan to train journalists and develop its public service broadcasting role.

The station's mine-awareness spots, for example have been credited with saving many lives and preventing even more serious injuries.

However, there are still concerns over government officials compromising the independence of RTA.

In September 2010, the former chief of the RTA's Kapisa bureau resigned after he refused to store military equipment in the RTA buildings. He was subsequently arrested.

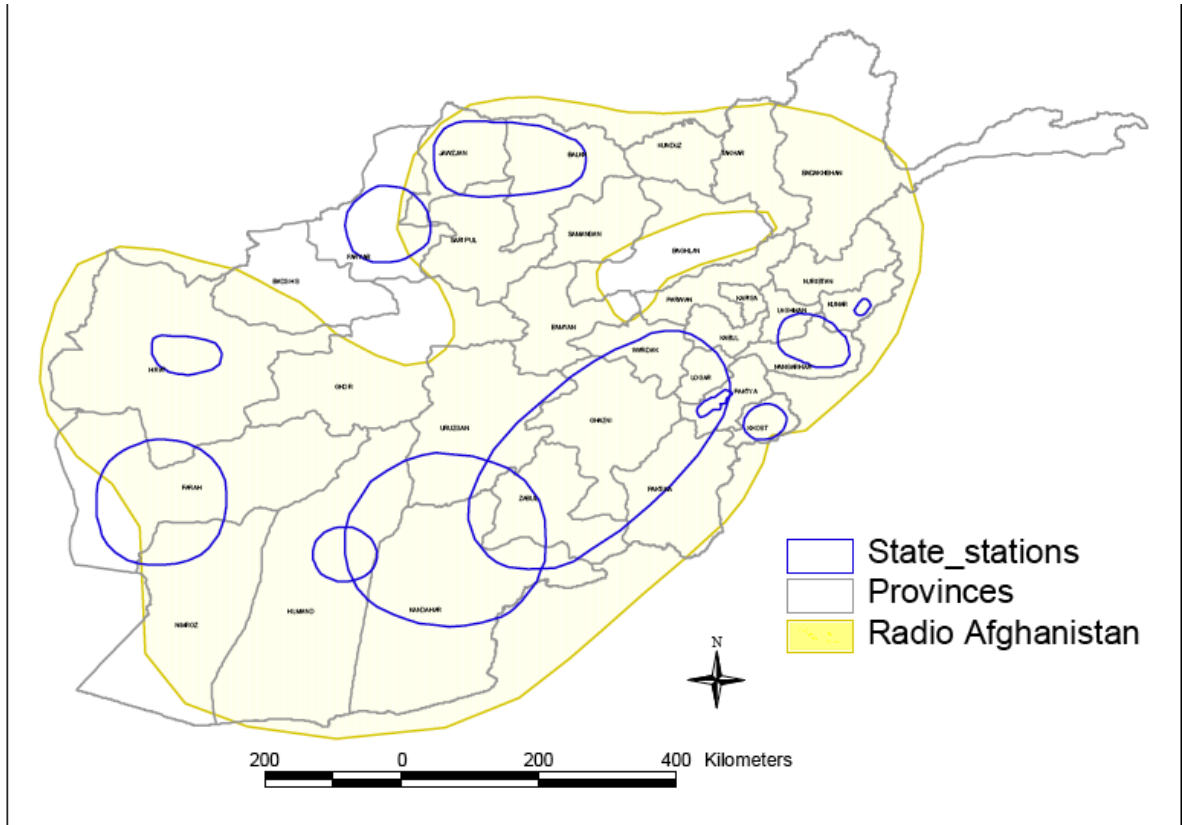
The following nine regional stations form part of the Radio Afghanistan network. Each one broadcasts local programming for part of the day and relays Radio Afghanistan for the rest.

- **Radio Ghazni** 1017 AM, broadcasts five and a half hours per day of local programming.
- **Radio Kandahar** 882 AM, broadcasts six hours per day of local programming.
- **Radio Helmand** 1680 AM, broadcasts two hours per day of local programming.
- **Radio Farah** 1044 AM, broadcasts one and a half hours per day of local programming.
- **Radio Faryab** 594 AM, broadcasts two hours per day of local programming.
- **Radio Balkh Mazar** 1584 AM, broadcasts two hours per day of local programming.
- **Radio Khost** 1200 AM, broadcasts 11 hours per day of local programming.
- **Radio Gardez (FM)** 104 FM , broadcasts three hours per day of local programming.
- **Radio Nangarhar** 999 AM, broadcasts seven hours per day of local programming.
- **Radio Kunar** 1602 AM, broadcasts three hours per day of local programming.
- **Radio Herat (FM)** 94.7 FM, broadcasts four hours per day of local programming.

Address: Street 10, Lane 2, Wazir Akbar Khan, Kabul, Afghanistan

Tel: +93 (0) 20 2101086

+93 (0) 20 210 1087



Radio Afghanistan coverage map. Source: Internews National Radio Frequency Survey 2004

Radio Azadi (Radio Free Afghanistan) www.azadiradio.com

Radio Azadi is the Afghan arm of the US government-funded broadcasting organization Radio Free Europe/Radio Liberty.

It broadcasts nationwide for 12 hours per day in **Dari** and **Pashto**.

Radio Azadi produces 60% of its programming in **Kabul** and 40% in Prague, in the Czech Republic, where its parent organization is based.

It is on air from 7.00 am to 7.00 pm on FM, short wave, medium wave and satellite.

Radio Azadi began life as a US-sponsored radio station broadcasting into Afghanistan from 1985 to 1993 during the period of Soviet military occupation.

It went off air for several years, but resumed broadcasting in 2002 after the Taliban left Kabul.

According to Altai Consulting, Azadi is Afghanistan's second most popular radio station after state-run Radio Afghanistan, with an audience share of 14%.

It has FM relay stations in **Kabul, Jalalabad, Mazar-e-Sharif** and **Herat**.

Radio Azadi claims to reach half the Afghan population, with 7.9 million listeners each week.

It produces a variety of programming including special programmes for youth and women, political satires and music and literary programs

In November 2010, Radio Azadi launched an interactive SMS service that aims to connect the station more directly with its audience. It is particularly aimed at villagers in remote, inaccessible regions who are often cut off from news and information.

The messaging service was set up in partnership with mobile service provider **Etisalat**. Subscribers to the Etisalat network can now sign up to receive free SMS news updates and emergency alerts from Radio Azadi in Dari and Pashto. (For more information visit:

http://www.rferl.org/content/press_release_afghanistan_sms_citizen_journalism/2223511.html).

Contact details needed

BOX – SMS news service empowers listeners to become citizen journalists

Mobile phone users in Afghanistan can now subscribe to free SMS news updates and emergency alerts from Radio Azadi, thanks to a recent partnership between the US-funded radio station and mobile operator Etisalat.

50,000 people signed up for the alerts in the three months following the launch of this service in October 2010.

But the news flow is not all one way. Radio Azadi listeners are now sending their own news stories back to the radio station in the form of SMS messages and photos. The station receives between 150 and 200 text messages per day from its listeners. These range from music requests to comments on programmes and snippets of local news.

One listener in Ghani Khel district of Nangarhar province on the Pakistan border texted to protest that the local teacher's training college lacked a building.

Another listener from Narkh district of Logar province near Kabul texted to complain that followers of Gulbuddin Hekmatyar's Islamic Party were extracting money from local people by blocking roads and threatening travellers.

Radio Azadi now carries a weekly program in which many of the SMS messages it receives are read out on air.

*Each morning and evening, Etisalat customers who subscribe to the free news service receive the latest headlines from Radio Azadi in either **Dari** or **Pashto**. They also get SMS messages with breaking news and emergency alerts.*

In January 2011, Radio Azadi extended the information service to include recorded voice messages for Afghans who cannot read or write. Subscribers simply dial a number and use their voice to choose a category such as sports, entertainment or news. They are then switched through to a voice recording of the latest headlines.

BOX - Mobile Khabar – a marriage of news and mobile telephony

A new kind of information service, deliverable via mobile phone, is about to come into existence in Afghanistan.

Mobile Khabar, which means “mobile news” in both Dari and Pashto, is a USAID-financed initiative which aims to deliver a wide range of news sources to Afghans via their mobile phones.

A single call will give access to a multitude of news sources, including radio news and information programmes, the audio portions of TV programmes, newspaper articles read aloud and recorded into broadcast-ready formats and mobile blogs.

Subscribers will be able to access the service in several different ways:

- *calling a toll-free number (to listen to a recorded news summary?)*
- *sending an SMS to a well-publicised number (to receive SMS news bulletins or a recorded news summary?)*
- *subscribing to the service and receiving a daily call that will automatically play news content*
- *calling a (toll free?) number to immediately access live audio streaming.*

The service, which is due to go live in 2011, will offer a high level of customization. Individuals will be able to choose which news sources they want to access and how

they receive they receive information from them.

Broadcasters and other content providers participating in the scheme will contribute information from across the country that is coded into geographic or thematic packages.

One key aim of Mobile Khabar is the provision of income to content providers. The information feeds will therefore include advertisements and paid-for public service announcements.

The independence of the service will be guaranteed by the establishment of a foundation with independent trustees. They will be tasked with ensuring that editorial standards are not compromised.

Killid FM www.tkg.af

The Killid Group runs an independent network of eight FM radio stations across Afghanistan.

It also manages a partnership of 28 affiliated radio stations scattered throughout the country.

The Killid Group is the largest non-commercial independent media company in Afghanistan, established with a public service mandate to inform, educate and inspire.

The Killid Group was founded in 2002.

It is run by Development and Humanitarian Services for Afghanistan (DHSA) <http://www.dhsa.af> a long established Afghan NGO. Most of the radio network's funding comes from advertising, grants and public communication contracts.

Killid has produced a variety of public communication campaigns, public services announcements, talk shows and round table debates for radio. These have covered topics ranging from domestic violence to HIV/AIDS, child protection, literacy and school attendance to agricultural innovations and the dangers of poppy cultivation and drug use.

At the end of 2010, Killid operated the following radio stations with a nationwide staff of 160 journalists:

- **Radio Killid Kabul 88.0 FM**– This talk radio station reaches an estimated 4.5 million people in Kabul and the surrounding areas of Parwan, Kapisa, Logar and Wardak (see coverage map). It combines music, news bulletins and phone-ins, with drama, children’s programmes, arts and culture, political analysis round tables and education and health related programmes. Radio Killid Kabul is aimed at a broader audience than its main competitor, Radio Arman, which focuses mainly on young people.
- **Kabul Rock Radio** – Afghanistan’s first radio station dedicated to rock and roll, launched in 2010. It broadcasts from Kabul on 108.0 FM
- **Radio Killid Herat 88.0 FM** – The station reaches an estimated 1.1 million people in and around the city of Herat (see coverage map)
- **Radio Killid Kandahar**
- **Radio Killid Jalalabad**
- **Radio Killid Mazar**
- **Radio Killid Ghazni**
- **Radio Killid Khost**

RADIO KILLID OWNED AND AFFILIATED RADIO STATIONS

No.	Name of Radio Station	Frequency	Province	District
1	Radio Killid-Kabul	88 FM	Kabul, Parwan, Kapisa, Wardak, Logar, Panjsheer	All districts
2	Radio Isteqlal	89.6 FM	Logar	Baraki Barak
3	Radio Ghaznawyan	89.3 FM	Ghazni	Ghazni City

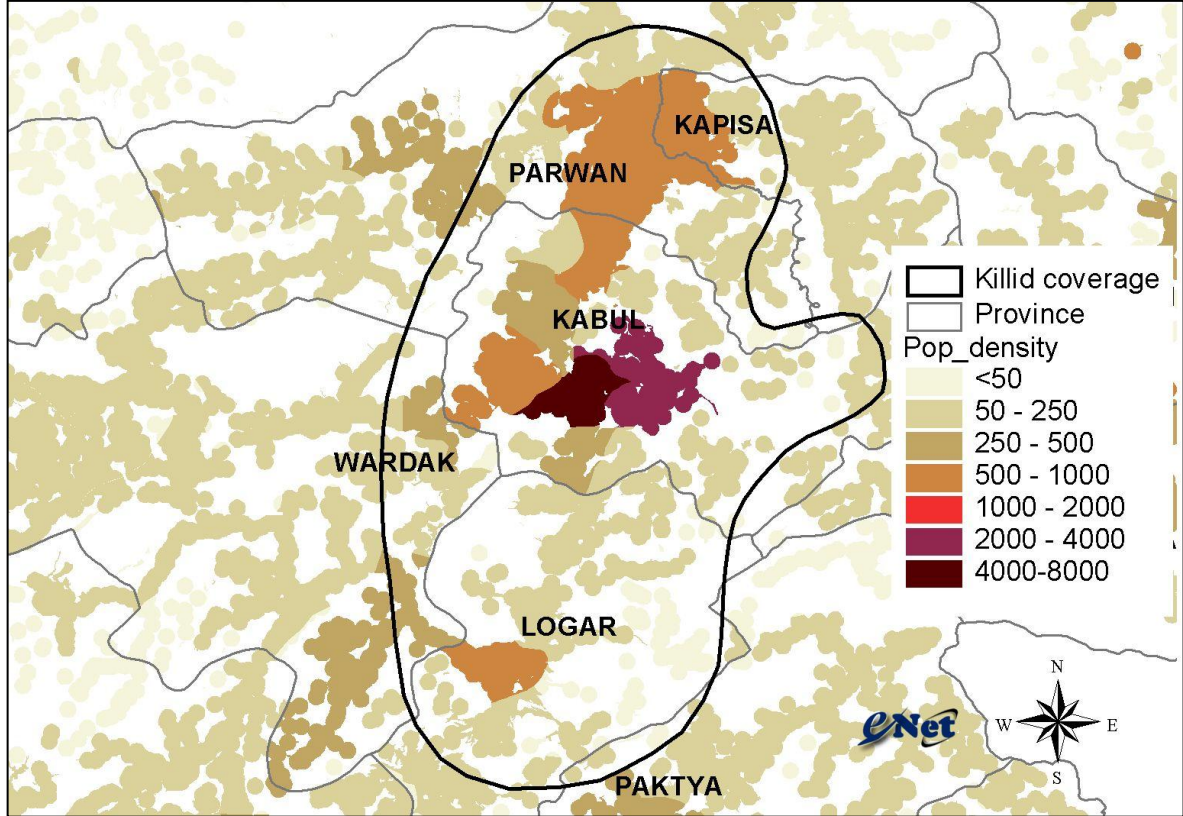
4	Radio Bamyan	88 FM	Bamyan	Bamyan city
5	Radio Killid-Herat	88 FM	Herat	City & surrounding districts
6	Radio Sadaye Adalat	88.5 FM	Ghur	Chaghcharan
7	Radio Qalai-e-Naw	95.2 FM	Badghis	Qalai-e-Naw
8	Radio Killid-Jalalabad	88 FM	Nangarhar	Jalalabad & surrounding districts
9	Paktika Ghagh	88 FM	Paktika	Sharana
10	Radio Sabawoon	88 FM	Helmand	Lashgarga
11	Radio Jawzjan	99 FM	Jawzjan	Sheberghan
12	Radio Aamu	91.5 FM	Badakhshan	Faizabad
13	Radio Zuhra	90.5 FM	Kunduz	Qunduz City
14	Radio Saday-e-Baghlan	106.6 FM	Baghlan	Pulikhumri
15	Radio Sadaye Haqiqat	88 FM	Samangan	Aibak
16	Radio Takharistan	93.2 FM	Takhar	Taloqan
17	Radio Faryab	99.0 FM	Faryab	Maimana

18	Radio Malistan	89,9 FM	Ghazni	Malistan distract
19	Radio Zenat	90 FM	Logar	Logar
20	Omaid Jawan	92.4 FM	Ghazni	Ghazni
21	Ai Khanum	90 FM	Takhar	Taliqan
22	Radio Samon	96.6 FM	Helmand	Lashkargah
23	Radio Keshm	94.2 FM	Badakhshan	Keshm distract
24	Radio Killid Kandahar	89.4 FM	Kandahar	Kandahar
25	Radio Killid Mazar	89.55 FM	Balkh	Balkh
26	Radio Killid Khost	88.2 FM	Khost	Khost
27	Radio Killid Ghazni	89.6 FM	Ghazni	Ghazni
28	Paktia Ghag	94.2 FM	Paktia	Gardiz
29	Radio Rabiya Balkhi	87.9 FM	Balkh	Mazar
30	Radio Wolas Ghag	103.2 FM	Khost	Khost City
	Da Yawali Ghag	94.4 FM	Wardak	Sayed Abad

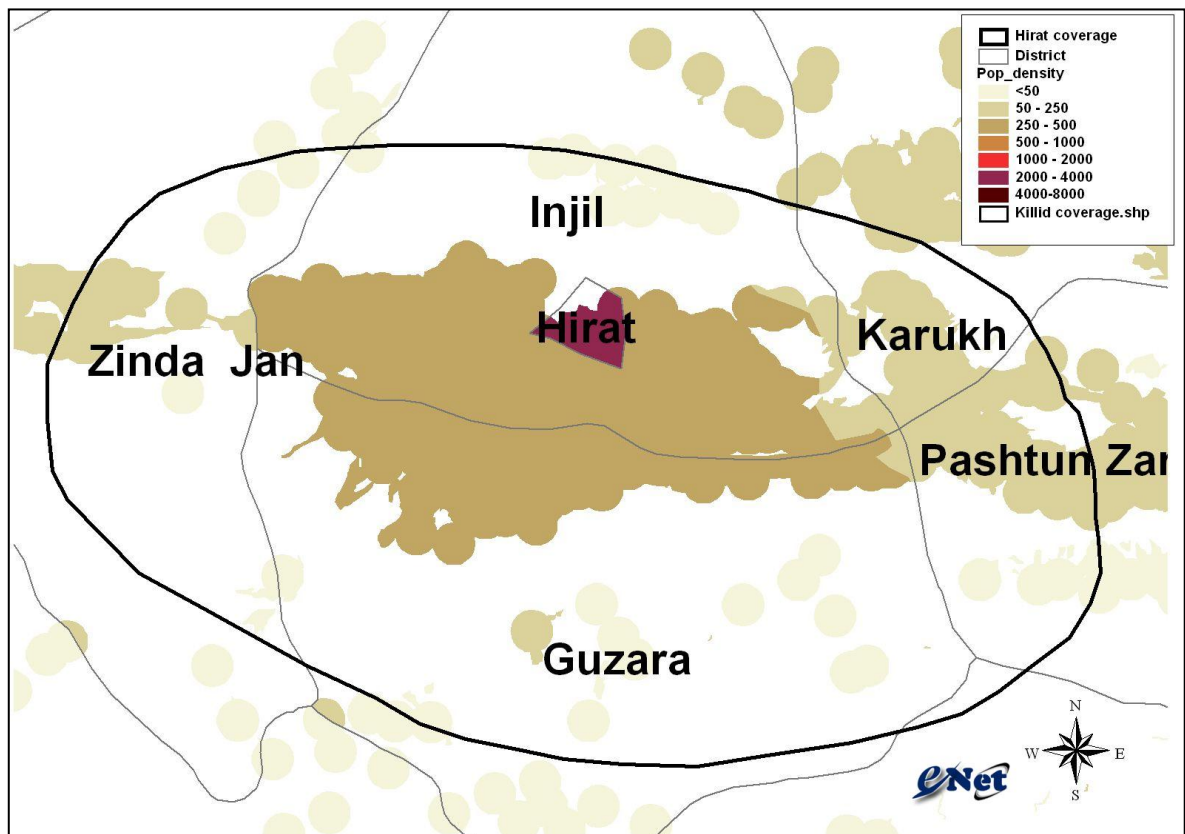
31				
32	Radio Sadae Bano	87.7 FM	Sari Pul	Sari Pul
33	Radio Sada E Sulh	96.7 FM	Parwan	Jabul Saraj
34	Radio Khurasan	89.3 FM	Panjsher	Panjsher
35	Radio Milli Kapisa	88.7 FM	Kapisa	Kapisa

Head office: House #442, Street #6, Chardehi Watt, Near to Uzbekha Mosque,
Karta-e-sea, Kabul,
Tel: +93(0)2500 717
Email: info@tkg.af

Advertising and public communication support - Ms Asfana Rahimi
Email: sales@tkg.af



Radio Killid Kabul 88.0 FM coverage and population density map



Radio Killid Herat 88FM coverage and population density map

BBC <http://www.bbc.co.uk/pashto> <http://www.bbc.co.uk/persian>

The BBC broadcasts nationwide on FM, medium wave and short wave in **Dari, Pashto** and **Uzbek** and **English**.

The BBC brand is strong in Afghanistan and BBC news is widely trusted. In October 2010, the BBC claimed a total weekly audience of 6.5 million people in Afghanistan for all its language services.

It broadcasts for 15 hours per day in Dari and Pashto.

However, recent survey evidence indicates that although the BBC's audience in Afghanistan remains large, it is falling.

BBC World Service claims that 85% of adult Afghans are aware of BBC radio, 73% have listened to BBC broadcasts and 59% listen to BBC programmes weekly.

However, an audience survey carried out for the BBC World Service Trust in 2010, indicated that only 40% of Afghan adults listened regularly to the BBC, down from 60% in 2006. This was thought to reflect increased competition from new Afghan radio stations.

According to the 2010 Altai Consulting survey, the BBC is the fourth most popular radio network in Afghanistan, with an audience share of 7%.

The BBC operated 20 FM relay stations across Afghanistan in late 2010 and was planning to install a further 20.

It also broadcasts to Afghanistan on medium wave and short wave. The BBC's medium wave broadcasts can be heard in most of the country.

International news comes from **London**, but the rest of BBC programming for Afghanistan is produced in **Kabul**. Some of it is produced by the **BBC World Service Trust**, the international media development arm of the BBC.

The BBC specializes in short dramas highlighting social issues, such as girls' education, which are aimed at less educated communities.

However, its main strengths are its coverage of domestic and international news.

There is a strong emphasis on discussion and interactive debate on civil society and democratic politics.

Besides the popular drama serial *New Home, New Life*, the BBC is well known for *Talking Point*, a live weekly phone-in programme dealing with political, social, cultural and economic issues

Its weekly 12-15 minute investigative reports are also popular..

In late 2010, the BBC operated the following FM relay stations in Afghanistan:

Dari, Pashto & English

BBC Kabul 101.6 FM
 BBC Bamian 89 FM
 BBC Gardez 87.9 FM
 BBC Ghazni 88.3 FM
 BBC Herat 89.2 FM
 BBC Jabal os Saraj 92.2 FM
 BBC Jalalabad 89 FM
 BBC Kabul 101.6 FM
 BBC Kandahar 90 FM
 BBC Khowst 90.1 FM
 BBC Kunar 87.5 FM
 BBC Helmand Province 89.2 FM

Dari, Pashto, Uzbek & English

BBC Kabul 89.0 FM
 BBC Faizabad 88.4 FM
 BBC Konduz 88.1 FM
 BBC Maimana 92.1 M
 BBC Mazar-e Sharif 89 FM
 BBC Pol-e Khomri 89 FM
 BBC Sheberghan 89 FM
 BBC Taloqan 88.3 FM

Does the BBC also supply programming to other broadcast partners? If so, please give some idea of who they are and what sort of programming they take

Country Director - Shirazuddin Siddiqui

Tel +93 20 240 0495

Fax: +93 70 27 8093

Email: shirazuddin.siddiqi@bbc.co.uk

Arman FM : <http://www.facebook.com/pages/Arman-fm-offical-page/118107258230360>

Arman FM is a commercial music station based in **Kabul**, aimed mainly at people under 25. It broadcasts in **Dari** and **Pashto**.

The radio station is owned by **Moby Group** www.mobygroup.com , a company founded by Afghan émigrés to Australia who returned to Kabul in 2002.

Moby Group also owns two of Afghanistan's most popular TV stations; Tolo TV and Lemar TV.

Arman FM combines popular music with frequent news bulletins. The station carries also phone-in programmes. It adopts a relaxed style and aims to be politically independent.

The station claims 15 million listeners – over half the population of Afghanistan.

However, the Altai Consulting survey gave it a more modest national audience share of 8%.

Arman broadcasts in Kabul on 98.1 FM and nationwide by satellite.

It has plans to install new FM transmitters in the nearby eastern provinces of **Jalalabad, Kunduz** and **Ghazni**.

Contact: Director - Saad Mohseni

Address: PO Box 1045, Central Post Office, Kabul, Kabul Province, Afghanistan

Mobile: +93 (0) 70 292690

Email: saad.mohseni@mobycapital.com
info@arman.fm

Voice of America (VOA) - Radio Ashna/Deewa Radio :

VOA is the US government's international radio station.

It operates two local language radio stations in Afghanistan under different names; **Radio Ashna** and **Deewa Radio**.

Most of the programming for both stations is produced in Washington.

Radio Ashna <http://www.voanews.com/dari/news/>
<http://www.voanews.com/pashto/news/>

Radio Ashna broadcasts for 12-hours per day in **Dari** and **Pashto** on FM, medium and short wave. Ashna means "friend" in Dari.

The radio station began broadcasting as Radio Ashna in 2006. Before then, it was simply badged as VOA. Its format includes phone-in programmes.

TV Ashna is a companion TV station which broadcasts to Afghanistan on satellite. According to a 2009 survey by Intermedia, TV Ashna is the most popular foreign station among the small minority of Afghans who own a satellite dish.

Deewa Radio www.voanews.com/pashto/news

Deewa Radio broadcasts in **Pashto** only on medium and short wave.

It is aimed at Pashto-speaking audiences living in the border area between Afghanistan and Pakistan. There are an estimated 30 to 40 million Pashto speakers in the two countries.

Deewa Radio operates a medium wave transmitter in the Tani-Khost region of Afghanistan, near the Pakistani border.

We need much more detail on the broadcast content of Ashna and Deewa, the location of their transmitters and local contacts in Kabul for both stations.

Tel: (United States) +1 (202) 203-4959

Fax: +1 (202) 203-4960

Email: askvoa@voanews.com

Salam Watandar network of community radio stations www.salamwatandar.com

The US-based media development organisation **Internews** www.internews.org runs a radio programming service called **Salam Watandar** (*Hello Countryman*).

It produces 14 hours of programming a day, including hourly news bulletins, current affairs and civic education programmes and provincial news reporting. This package also includes programming produced by other media organisations, such as BBC World Service Trust.

It is distributed to a network of more than 70 community radio stations based in 27 of Afghanistan's 34 provinces.

Each radio partner is required to broadcast a minimum of three hours of Salam Watandar programming per day during peak listening periods in the early morning and evening.

More than 10 million people – a third of the population of Afghanistan - live within the footprint of Salam Watandar partner stations. Internews was planning to add another 12 community radio stations to the network in 2011.

Salam Watandar programming is distributed from Kabul by satellite through two separate channels.

One is a mixed service of **Pashto** and **Dari**, which reaches more than 40 radio stations in 27 provinces. It is Afghanistan's equivalent of America's National Public Radio.

The other, launched in January 2010, is Pashto only and targets audiences in the east and south of the country.

Salam Watandar programmes are also distributed to some stations on CD.

Salam Watandar partner stations include:

Radio Amo, Faizabad, Badakhshan (North eastern province)

Radio Badghis, Qala-I Now, Badghis (North west)

Radio Tiraj Mir, Pul-I Khomri, Baghlan (North east)

Radio Now-Bahar, Balkh, Balkh (North)

Radio Rabia Balkhi, Mazar-I Sharif, Balkh (North)

Radio Bamyán, Bamyán, Bamyán (Central)

Radio Daikundi, Nili, Daikundi (Central)

Radio Quyash, Maimana, Faryab (North West)

Radio Ertibat, Malistan, Ghazni (East)

Radio Ghaznawiyan, Ghazni, Ghazni (East)

Radio Jaghuri, Jaghuri, Ghazni (East)

Radio Sada-I Adalat, Cheghcheran, Ghor (Central)

Radio Sabawoon, Lashkargah, Helmand (South)

Radio Neda-I Sulh, Ghoryan, Herat (West)

Radio Sada-I Jawan, Herat, Herat (West)

Radio Sahar, Herat, Herat (West)

Radio Qarabagh, Qarabagh, Kabul (East)

Radio Zafar, Paghman, Kabul (East)

Radio Watandar, Kabul, Kabul (East)

Radio Spin Boldak, Spin Boldak, Kandahar (South)

Radio Sul-I Paygham, Khost, Khost (East)

Radio Kunar, Asadabad, Kunar (East)
Radio Jawan, Imam Sahib, Kunduz (North)
Radio Zohra, Kunduz, Kunduz (North)
Radio Kawoon, Mehtarlam, Laghman (East)
Radio Istiqlal, Pul-I Alam, Logar (East)
Radio Milli Paygham, Mohammd Agha, Logar (East)
Radio Sharq, Jalalabad, Nangarhar (East)
Radio Spinghar, Ghanikhel, Nangarhar (East)
Radio Paktika Ghag, Sharana, Paktika (South East)
Radio Samkani Ghag, Samkanai, Paktiya (East)
Radio Khorasan, Bazarak, Panjsher (North East)
Radio Sada-I Sulh, Jabulsaraj, Parwan (East)
Radio Sada-I Haqiqat, Aibak, Samangan (North)
Radio Takharistan, Taluqan, Takhar (North east)
Radio Khas, Khas Uruzgan, Uruzgan (Central)
Radio Yawali Ghag, Wardak (East)

All the partner stations can be contacted through Salam Watandar, which organizes advertising packages that can be placed in some or all of them.

In 2010, the network carried adverts for the Ministries of Education and Public Health, Save the Children, UNICEF, Da Afghanistan Bank, Afghan Telecom and others.

Salam Watandar
 House No. 99
 Darul Aman Road
 Kabul, Afghanistan
 Tel: +93 (0) 797244062
 +93 (0) 799447867
 Email: info@salamwatandar.com
Tamara@salamwatander.com

Is this address still correct?

Radio Ariana www.arianatelevision.com

Radio Ariana broadcasts on 93.5 FM from **Kabul** in **Dari, Pashto** and **English**. It is owned by the private Ariana Television Network, which also owns Ariana TV.

The radio and TV stations were set up in 2005 by Ehsan Bayat, an Afghan businessman. He is also a major investor in the Afghan Wireless Communication Company (AWCC), one of Afghanistan's main mobile telephone operators

Radio Ariana's programming places particular emphasis on education, health, children's programming, women's and world issues.

Need contact details in Kabul. Why does Ariana website only give contacts in Dubai and the US?

Tel: +1 201 302 0400

Email: news@arianatelevision.com

The Voice of Afghan Women

The Voice of Afghan Women broadcasts from **Kabul** on 91.6 FM.

The radio station is operated by the "Voice of Afghan Women in Global Media" (VAWGM), a local NGO which promotes women's rights.

The radio station was established with funding support from UNESCO in 2003.

It is on the air daily from 16:00hrs with a range of information, educational and entertainment programmes.

The Voice of Afghan Women has extended its network and coverage from Greater Kabul and the rural areas of Parwan and Logar provinces.

The station is based at the AINA Media Centre in Kabul.

Contact details needed

Radio Sada-e-Azadi FM www.sada-e-azadi.net/Joomla/index.php?lang=en

Sada-e-Azadi (The Voice of Freedom) is a radio station operated by the media operations division of the International Security Assistance Force (ISAF)..

It broadcasts in **Dari** and **Pashto** on 88.5 FM through 34 FM repeaters spread across the country, on 88.5 FM.

Programming includes music, phone-ins and news.

The station carries a lot of official news releases from ISAF and the Afghan Defence and Interior Ministries.

ISAF also runs a newspaper called Dosti, which means friendship.

Contacts needed

Radio Deutsche Welle

Radio Deutsche Welle is Germany's international radio station. It broadcasts for 7.5 hours per day in **Dari** and **Pashto** on FM and short wave.

It broadcasts on 90.5 FM in **Kabul**. **Where else in Afghanistan? What is special about DW programming? How popular is the station?**

Kabul contact details?

Head of Radio Deutsche Welle - Christian Gramsch

DW Radio,

Kurt-Schumacher-Str. 3

53113 Bonn

Germany.

Tel. +49.228-429.0

Fax. +49.228-429.3000

Email: info@dw-world.de

Contact: Najia Hanifi - Director

Address: Jawzjan Market, 5th floor, Mazar-e-Sharif, Balkh Province, Afghanistan

Tel: +93 (0) 70 501904 (mobile).

5. Television

Television is popular in Kabul and the main towns of Afghanistan and its impact is growing.

An Intermedia survey of 2,058 people conducted in 2009 found that 89% of respondents in Kabul watched television, compared to only 37% in Afghanistan as a whole.

Most viewing takes place at home in the evening. The peak viewing period is between 7pm and 8pm.

A survey by the California-based Asia Foundation in 2010 found that 88% of urban households have functioning TV sets, whereas only 28% of rural households have access to television.

Satellite and cable are not widely available. Around 8% of Afghans own a satellite receiver and only 5% have access to cable.

As television increases in popularity, it is starting to erode radio audiences. Recent survey evidence from a number of sources indicates that as households acquire a television set, they tend to abandon their radio.

The main TV broadcasters are:

- **Moby Group** www.mobysgroup.com , which owns the popular **Tolo TV** and **Lemar TV** commercial channels
- **Ariana TV** a commercial station which can be seen in most of Afghanistan
- State-run **Radio Television Afghanistan (RTA)** which runs two channels: **Afghan National Television** and **RTA TV**

Separate media surveys by Altai Consulting and Intermedia in 2010 both concluded that **Tolo TV** was Afghanistan's most popular television station nationwide.

They also agreed that **Ariana TV** held the number two spot, with the **RTA** stations in third place and **Lemar TV** in fourth.

However, the importance of **Lemar TV** should not be under-rated. This **Pashto** language station holds the number one spot in six southeastern provinces where most of Afghanistan's Pashto speakers live.

Given the very limited access to satellite TV in Afghanistan, the impact of international TV broadcasters is minimal.

The Intermedia survey identified **Ashna TV**, an offshoot of **Voice of America's (VOA)** Dari and Pashto radio service **Radio Ashna**, as the most frequently viewed international TV station.

The satellite channel of the Iranian government broadcaster **Islamic Republic of Iran Broadcasting (IRIB)** www.irib.ir came a distant second.

6. Afghanistan's main TV stations



Tolo TV www.tolo.tv

Tolo TV is Afghanistan's most popular TV station.

It broadcasts free-to-air in 14 cities and nationwide by satellite.

Tolo TV broadcasts in both **Dari** and **Pashto**. Its name means "sunrise" in both languages.

According to the 2010 media survey by Altai Consulting, Tolo TV has a massive 45% share of the national TV audience.

It emerged as the leading station in 22 provinces and took the number two slot in a further four

Tolo TV's audience share peaks at over 60% during the evening news from 6pm to 7pm.

The station belongs to **Moby Group** www.mobygroup.com a company founded in by a group of Afghan émigrés who returned from Australia after the defeat of the Taliban.

Moby Group also owns **Lemar TV**, the most popular **Pashto** language TV station, and **Arman FM**, one of the most listened to radio stations in Kabul

Tolo TV airs local and international news, sports, current affairs programming, movies, comedy, serials, documentaries, music, children's programming, lifestyle and entertainment shows.

The station was launched in 2004 with financial assistance from USAID.

Contact details needed



Lemar TV

Lemar TV is the **Pashto** language sister station of Tolo TV.

It was rated as Afghanistan's fourth most popular TV station by Altai Consulting with an audience share of 6%.

However, it has a very strong following in the Pashto-speaking heartland of southeastern Afghanistan.

Altai Consulting identified Lemar TV as the most widely watched TV station in the Pashto-speaking provinces of **Helmand, Khost, Paktika, Paktya, Uruzgan** and **Zabul**.

The station was set up by Moby Capital Partners in 2006. Its name Lemar means 'sun' in Pashto.

Although most of Lemar TV's output is in Pashto, the station also carries some programmes in **Dari, English** and **Urdu**, a language widely spoken in neighbouring Pakistan.

Lemar TV is well known for its hard-hitting investigative programme *Kaglechoona*.

Contact details needed



Ariana TV www.arianatelevision.com

Ariana TV has a wide national reach and is one of Afghanistan's most popular television stations.

Its free-to-air terrestrial broadcasts and its satellite signal reach 33 of Afghanistan's 34 provinces (see coverage map).

Most of its programming is in **Dari**, but just over a third is in **Pashto**.

Ariana TV was set up in 2005 by Ehsan Bayat, an Afghan businessman. He is also a major investor in the Afghan Wireless Communication Company (AWCC), one of the country's main mobile telephone operators

Radio Ariana forms part of the same media group .

According to the Altai Consulting media survey, Ariana is the second most popular

TV station in Afghanistan after Tolo TV, with an audience share of 19%.

The station is not affiliated to any particular party or religious group, but it tends to take a favourable line towards President Hamid Karzai.

It generally steers clear of any controversial issues.

Full contact details needed

Contact: news@arianatelevision.com



Ariana TV coverage via satellite and terrestrial signal. Source: Ariana TV website



راډيو ټلويزون افغانستان

Radio Television Afghanistan (RTA)

The state broadcaster, RTA, has two free-to-air TV stations;

- **Afghanistan National Television (ANTV)**
- **RTA TV.**

Both channels broadcast in **Dari** and **Pashto**.

According to the BBC World Service, nearly half of all TV viewers in Afghanistan tune in to **ANTV** at least once a week.

ANTV first went on air in 1974, but was closed by the Taliban. The station resumed broadcasting in 2002 after the rebuilding of its headquarters in Kabul.

RTA TV started in 1978, but was closed during the Taliban era. It resumed broadcasting in 2008

RTA also operates a 24-hour channel, which can be seen by cable and satellite all over the world.

The state broadcaster has TV studios in **Kabul, Herat, Mazar-e-Sharif** and **Kandahar**.

The independence of RTA has been called into question, despite work done by media development organizations such as the BBC World Service Trust to improve its public service broadcasting function.

Address: Radio-Television Afghanistan Street 10, Lane 2, Wazir Akbar Khan, Kabul, Kabul Province, Afghanistan

Tel: +93 (0) 20 210 1086-7

E-mail: rtakabul@hotmail.com



1TV or Yak TV www.1tvmedia.com/en (website under construction)

Yak TV is a commercial TV station that was launched in January 2010. It is owned by Fahim Hashimy, a wealthy young Afghan entrepreneur.

Yak TV's free-to-air terrestrial transmitters cover Kabul and the surrounding provinces, but its satellite signal can be received throughout Afghanistan

Yak TV's news programmes seem generally supportive of NATO activities and critical of the performance of the Afghan authorities, highlighting poor governance and corruption.

The channel ranked as the fifth most preferred television channel in Altai Consulting's audience survey - a good result given how new it was at the time.

Siobhan Berry – Production Director

Contact details needed



Noor TV www.noortelevision.tv/en

Noor Television Network is a Kabul-based channel that has been broadcasting in **Dari** and **Pashto** since July 2007.

The channel was created to represent the interests of Jamiat-e-Islami, the party of former president Burhanuddin Rabbani.

Noor TV's content reflects this political alignment. Its news reporting tends to be favourable towards Iran and negative towards Pakistan.

Most programmes are in **Dari**, but there are several news bulletins in **Pashto** daily.

Noor has TV production facilities in **Herat, Mazar-e-Sharif Jalalabad**.

Tel: + 93 202 203 803, + 93 202 203 804

Email: info@noortelevision.tv



Shamshad TV www.shamshadtv.com

Shamshad TV broadcasts almost entirely in **Pashto**.

The station was launched in 2006 and broadcasts for 18 hours a day to **Kabul** and **Jalalabad** provinces. In late 2010 it had plans to extend its signal to **Paktia** and **Kandahar** too.

Shamshad is also available via satellite.

It transmits hourly news bulletins and a wide mix of entertainment programming, much of which is brought in from Pakistan and the Middle East and dubbed into Pashto.

The overall tone of Shamshad programming is relatively liberal. The station's political line is close to that of the Pashto nationalist movement.

Shamshad is named after one of the highest mountains in Afghanistan.

Address: Chaman Huzuri near Ghazi Stadium, Kabul, Afghanistan

Tel: +93 799 322129,
+93 70 275793



Tamaddon TV www.tamaddon.tv

Tamaddon TV is a **Dari** language religious TV channel.

It was set up by the Shia Ayatollah Asef Mohseni, who founded the Khatem al-Nabiin (Seal of the Prophets) religious university in Kabul.

The station produces religious and educational programmes and airs a lot of Iranian content.

Its news reporting is very positive towards Iran, but overall Tamaddon takes a moderate line on religion and politics. It has female presenters.

Tel: +93 20 250 0435

Email: info@tamaddon.tv

6. The Print Media in Afghanistan

Privately owned newspapers, magazines and news agencies have flourished since the fall of the Taliban in 2001, especially in Kabul.

The news agencies serve as consolidators and wholesalers of news to a wide spectrum of print and broadcast media. They can therefore serve as an important channel for circulating information and key messages to a wide variety of outlets.

Altogether, there are 11 officially registered news agencies in Afghanistan.

Each news agency has a network of local correspondents to gather news from around the country.

The largest news agencies, such as government-owned **Bakhtar** and privately owned **Pajwok** and **Wakht**, maintain fully staffed offices in the main cities of the interior.

They publish their news stories on websites and through email feeds.

Newspapers and magazines only reach small part of the population because most Afghans are illiterate. Only 28% can read and write.

Furthermore, difficult communications and poor security hamper the distribution of newspapers in the interior.

Only 6% of respondents to the Intermedia survey carried out in 2009 said they obtained news about current events from newspapers.

Most daily newspapers have a small print run – typically less than 5,000 copies. Many of them struggle to survive financially.

Some newspapers manage to reach a wider readership by publishing online as well as in print.

The only mass circulation newspaper is **Sada-e-Azadi (Voice of Freedom)**, a free free sheet published twice a month by the International Security Assistance Force (ISAF) in **Dari, Pashto and English**.

Sada-eAzadi has a print run of 500,000 and is distributed nationwide. It acts as a companion publication to the ISAF radio station with the same name.

Afghan News agencies

The largest and most influential Afghan news agencies are:

Pajhwok Afghan News www.pajhwok.com

Pajhwok Afghan News is Afghanistan's largest independent news agency. It has headquarters in Kabul, eight regional offices and a nationwide network of 45 reporters and 15 free-lance correspondents,

Pajhwok delivers an average daily output of 35 -40 stories in **Dari, Pashto and English**.

It also provides photographs, video footage and audio clips to international news agencies and the broadcast media.

The agency was founded in 2004 by veteran Afghan woman journalist Farida Nekzad with the help of the UK-based **Institute of War and Peace Reporting** www.iwpr.org and funding from USAID.

It is run solely by Afghans and claims to be politically neutral.

Pajhwok receives support from the US-based international media development NGO Internews www.internews.org but generates much of its income from subscribers.

Address: House. 130/138, Street.8, Moy Mubarak bus stand, Taimani, Kabul.

Tel: +93 (0) (0) 799 477 492 (editorial)

+93 (0) 20 220 1914/5 (news)

+93 (0) 797 646464 (marketing)

Email contact required

Bakhtar News Agency www.bakhtarnews.com.af/en

Bakhtar is the official government news agency. It provides a news service in **English, Dari and Pashto**.

Between 2004 and 2005, the United Nations International Programme for the Development of Communication (IPDC) funded a project to improve the reliability of the agency's information and its fitness for purpose.

However, its news coverage is still widely seen as biased towards the government, despite efforts to increase its independence.

Full contact details needed

Email: jamilzazai@bakhtarnews.com.af

Afghan Islamic Press (AIP) www.afghanislamicpress.com

Afghan Islamic Press (AIP) is a private news agency, based in Peshawar, Pakistan.

It distributes news reports from correspondents in towns and cities throughout Afghanistan in **English** and **Pashto**.

AIP was founded in 1982 during the Soviet military occupation of Afghanistan to give an alternative view of events in the country to that provided by the government-controlled media in Kabul. It worked closely with the various Mujahadeen rebel movements.

After the Taliban took power in 1996, AIP maintained a working relationship with both the Taliban administration in Kabul and the various factions opposed to it.

Address: P.O.Box No 520, GPO, Peshawar, Pakistan.

Tel: +92-91-5701100

+92-91-2702002

Email: aipnews@yahoo.com

info@afghanislamicpress.com

Wakht News Agency www.wakht.com

Wakht News Agency is a private news agency with strong nationwide news coverage.

It publishes in **Dari**, **Pashto** and **English**.

Full contact details needed

Important newspapers in Afghanistan

The main newspapers in Kabul include:

Sada-e-Azadi (Voice of Freedom) www.sada-e-azadi.net This free newspaper is published twice a month by the International Security Assistance Force in **Dari, Pashto** and **English**. It has a print run of 500,000 and is distributed nationwide. Sada-e-Azadi acts as a companion publication to the ISAF radio station with the same name. **Contact details needed**

Hewad (Homeland) a government-owned daily that is written 80% in **Pashto** and 20% in **Dari**. It has daily sales of around 5,000.

Anis ("Companion") a government-owned daily that is written 80% in **Dari** and 20% in **Pashto**. It has daily sales of around 5,000.

Wrazpanra Weesa (Trust) - pro-government daily published in Pashto.

Hasht-e Sobh (Daily 8am) www.8am.af a private, secular daily.

Kabul Weekly www.kw.af – This was the first independent newspaper to be published in Kabul following the withdrawal of the Taliban. It consists of a mixture of **English, Dari** and **Pashto** political news, culture and sports stories. It has a circulation of 10-15,000. The newspaper was launched by the Shurai Nazar faction of the Jamiat e Islami party. It generally takes a Northern Alliance perspective.

Mandegar (Lasting) www.mandegardaily.af – This privately-owned daily is generally supportive of former foreign minister and presidential aspirant Abdullah Abdullah. According to the Altai Consulting survey, it has a circulation of 12,000 copies and is mainly read by university students.

The Daily Afghanistan www.dailyafghanistan.com Newspaper owned by the Hezb-e Wadhat Islami party. It prints around 5,000 copies per day in **Dari** and **Pashto**.

Daily Outlook www.outlookafghanistan.net – **English** language sister paper to **The Daily Afghanistan**, published by the same company. It caters for the diplomatic corps and international community in Kabul and claims a daily sale of about 5,000 copies.

Tel: +93 79 940 8271
+93 79 900 5019

Email: mail@outlookafghanistan.com
marketing@outlookafghanistan.net
outlookafghanistan@gmail.com

Payam-e Mojahed (Voice of Mojahed) www.payamemojahed.com - Weekly newspaper that serves as a mouthpiece for the United National Council opposition party. Published in **Dari**.

7. Internet

Access to the internet is limited to the educated urban elite.

Only 6% of Afghans have access to the internet, according to a BBC World Service Trust survey conducted in 2010. Internet usage is concentrated in Kabul.

Nevertheless, the internet has become popular among educated young men who

frequent internet cafes. University students are particularly keen web surfers.

It is more difficult for educated women to access the internet since many people in Afghanistan's conservative Islamic society regard it as inappropriate for them to frequent internet cafes.

Here are a few of the more prominent Afghan websites:

- **Sabawoon Online** www.sabawoon.com A lively and combative website published in English and **which local language?** that is independent and critical of the government. It is also home to the Afghanpedia – an online general reference guide to Afghanistan.
- **Haqiqat** <http://biphost.spray.se/haqiqat.darinews> A **Pashto** and **Dari** language news consolidation website based in Sweden.
- **Afghanistan News Center** www.afghanistannewscenter.com This **English**-language independent website provides links to articles about Afghan issues. More than 17,000 subscribers receive its free daily email news service. It was founded by Fawad Ahmad Muslim, an Afghan IT engineer educated in the United States. He returned to Kabul in 2001 to set up computer services for the Foreign Ministry.
- **Afghan Daily** <http://afghandaily.com/> This **English** language website carries stories about Afghanistan supplied by the World News Network, a US-based news consolidator that carries stories from the world's leading news agencies, newspapers and broadcasters.

Afghanistan Conflict Monitor www.afghanconflictmonitor.org This **English** language website is an initiative of the [Human Security Report Project](#) at the [School for International Studies](#) at Simon Fraser University, Vancouver, Canada. It highlights research and analysis on conflict in Afghanistan. The website normally publishes four or five stories daily culled from the international media. Each one is accompanied by useful links to further background reading on the same topic.

8. Media Resources

Media development organizations

BBC World Service Trust www.bbc.co.uk/worldservice/trust

The BBC World Service Trust is the international media development arm of the BBC. Its work in Afghanistan focuses on using the media to promote health, education, good governance and human rights.

The Trust employs a team of over 300 Afghan and expatriate journalists to undertake media training and produce programmes in **Dari** and **Pashto**. These programmes are aired on the BBC in Afghanistan and are distributed to local radio partners.

Between 2002 and 2007 the BBC World Service Trust worked closely with the state broadcaster **Radio Television Afghanistan (RTA)** to help it become a politically neutral public service broadcaster.

At the end of 2010, the BBC World Service Trust was involved in two major initiatives in Afghanistan:

- **The Afghan Education Projects initiative** This produces a wide range of educational radio programmes in **Dari** and **Pashto**. These programmes aim to address the underlying causes of radicalisation and conflict in Afghanistan. They include children's radio programmes and the popular radio drama "*New home, new Life.*"
- **Afghan Woman's Hour:** Female reporters from across the country contribute to the programme, which is aired on the BBC World Service once a week in both **Dari** and **Pashto**.

Contact: Shirazuddin Siddiqi - Director, Afghan Education Projects (AEP)
 Address: BBC World Service Trust, House #271, 1st St., Qalai Najara, Next to New Zarif Pharmacy, Khair Khana, Kabul, Afghanistan
 Telephone: +93 20 240 0495
 Fax: +93 70 27 8093
 Email: shirazuddin.siddiqi@bbc.co.uk

Internews www.internews.org

Internews is a US-based NGO that supports independent media and access to information for people around the world.

In Afghanistan, it runs the Salam Watandar www.salamwatandar.com initiative that produces radio programming and distributes it to a network of more than 40 Afghan partner stations for broadcast (see radio section for more details).

Since 2002, Internews has helped to set up 33 independent local radio stations in Afghanistan with funding from USAID.

It has plans to create a further nine local radio stations.

Internews offers all its partner stations free technical advice and support. The technical department carries out site visits and training and runs a workshop in Kabul where partner stations can bring equipment to be fixed.

In 2004 Internews helped to create the Afghan media development NGO Nai www.nai.org (website under construction).

Nai conducts training for journalists and also monitors the media for abuses against journalists. It produces a monthly report entitled Media Watch.

Contact: Country Director - ???????

Address: Internews Afghanistan

House #99, Shirkat bus stop, Darul Aman Road, Kabul, Afghanistan

Telephone: +93 (0) 79 216 513

Email: afghanmedia@internews.org

Nai <http://nai.org.af/en/> (website under construction)

Nai is an Afghan media development organization created in 2004 with support from Internews.

It helps to launch and sustain new FM radio stations in Afghanistan and provides training in journalism, computer skills and photography.

Nai also provides support on legal issues, explaining media law and raising journalists' awareness of their rights and duties .

Contact: Mir Abdul Wahid

Address: No.72, 72A, Main Street, Kalmunai.

Tel: +94 67 2221109

+94 67 3693800

AïNA Afghanistan Website: www.ainaworld.org

AİNA is a French-based media development NGO that has been working with film and video in Afghanistan since 2001.

It assists cultural revival in Afghanistan by supporting independent media production and filmmaking.

AİNA set up the **Afghan Visual Communication Institute** in Kabul. The Institute has video, photography and communication departments and trains cameramen and women, photojournalists and communication professionals with the aim of developing expertise in the Afghan media.

Contact: Country Manager - Roderick Craig

Address: Afghan Visual Communication Institute, Malik Ashgar Crossroads, behind Ministry of Planning, Kabul, Kabul Province, Afghanistan.

Mob: + 93 (0) 70 224983

E-mail: ainakabul@ainaworld.org

Media Support Partnership Afghanistan (MSPA) www.mspa.org.af

Media Support Partnership Afghanistan (MSPA) is an offshoot from Media Support Solutions, www.mediasupport.org an international media development NGO, based in Inverness, Scotland.

Created in 2005, MSPA produces programmes in both **Pashto** and **Dari** for distribution to Afghan radio stations.

It supports public service broadcasting, especially in the field of education and distance learning.

One major project involves producing a series of radio programmes to help upgrade the skills of 70,000 primary school teachers around the country.

MSPA is also helping to revise and update Afghan school text books.

The organization employs a team of more than 40 Afghan staff, assisted by a handful of international consultants, in Kabul.

It offers the following services:

- Radio production
- TV/video production
- Radio and TV drama script writing

- Radio and TV spots
- Production and publication of printed materials
- Media training
- Translation work
- Media needs assessment
- Media monitoring and evaluation
- Public awareness campaigns

Contact: ?????

Address: Media Support Partnership Afghanistan, House 114 Kolola Pushta Main Road, Shahr-e-Naw, Kabul.

Email: info@mspa.org.af

Asia Foundation <http://asiafoundation.org>

The San Francisco-based Asia Foundation is an NGO committed to the development of a peace, prosperity and justice in the Asia-Pacific region.

It supports Asian initiatives to improve governance, law, and civil society; women's empowerment; economic reform and development; sustainable development and the environment.

Through a grant to AINA's Afghan Media and Culture Centre, the Asia Foundation has supported training for Afghan women in Kabul to enhance their technical capacity to produce film, video, and print stories on a range of issues using low-cost digital media tools.

It also supports efforts to strengthen the executive branch of Afghan government, enhance educational opportunities for women and girls and the development of higher education.

The Asia Foundation's activities in Afghanistan are mainly funded by USAID.

Address: The Asia Foundation - Afghanistan, Houses # 48 & 50, Street No. 1, Hajji Yaquob Square, Shahr-e-Naw, Kabul.

Tel: +93 (0) 75 202 3558

Email: tafag@asiafound.org

Article 19 www.article19.org

Article 19 is a UK-based organization that defends the freedom of expression and the freedom of information worldwide.

Its work in Afghanistan is aimed at supporting the development of a free non-partisan media in the country.

Article 19 has supported various capacity building projects in partnership with Afghan media organisations.

Contact: Director - Roseini Suleiman

Address: House 125, Kale Fatullah, Kabul, Kabul Province, Afghanistan

Tel: +93 (0) 70 298981

Mob: +93 (0) 70 298982

Email: toby@article19.org

Mediothek Afghanistan www.mediothek.org.af/

Mediothek Afghanistan is an NGO founded by Germans and Afghan exiles that promotes conflict resolution and peace building in five provinces of Afghanistan.

It operates a series of “media houses” in several provincial cities. These provide meeting places for local journalists to hold discussions, access the internet, consult library books and undergo training.

The media houses are located in **Kabul, Kunduz, Nangahar, Balkh** and **Khost**.

The organization also runs a media house in **Peshawar** across the border in Pakistan, to promote cross-border dialogue

Mediothek also publishes books and magazines, produces radio and TV programmes in **Dari** and **Pashto** and undertakes journalism training.

Email: cckabul@mediothek.org.af

Phone: +93 (0) 700 203843

The Killid Group www.tkg.af

The Killid Group is the largest non-commercial independent media company in Afghanistan, established with a public service mandate to inform, educate and inspire.

It runs an independent network of eight FM radio stations across Afghanistan and manages a partnership of 28 affiliated radio stations scattered throughout the country.

The Killid Group is run by Development and Humanitarian Services for Afghanistan (DHSA) <http://www.dhsa.af/>, a long established Afghan NGO.

Killid has produced a variety of public communication campaigns, public services announcements, talk shows and round table debates for radio.

These have covered topics ranging from domestic violence to HIV/AIDS, child protection, literacy and school attendance to agricultural innovations and the dangers of poppy cultivation and drug use.

Killid employs 160 journalists nationwide. For more information about its radio stations see the radio section of this guide.

Address: House #442, Street #6, Chardehi Watt, Near to Uzbekha Mosque, Karta-e-sea, Kabul.

Tel: +93(0)250 0717

Email: info@tkg.af

Advertising and public communication support - Ms Asfana Rahimi

Email: sales@tkg.af

UNESCO http://portal.unesco.org/geography/en/ev.php-URL_ID=6913&URL_DO=DO_TOPIC&URL_SECTION=201.html

One of the flagship activities of UNESCO has been the strengthening of news production for RTA, the state broadcasting corporation.

UNESCO has supported the development of editorial and production skills for RTA's radio and television departments in Kabul, Herat, Mazar-e Sharif and Kandahar.

Contact: Mr Ghulam Farook Wardak, **Chairman**
Mr Mohammad Shafi Haqmal, **Secretary-General**
Address: UN Compound, Kabul, Kabul Province, Afghanistan
Tel : + 93 (70) 25 16 11
Fax: + 93 (20) 210 38
E-mail: afghanistan_unesco@yahoo.com

Voice of Afghan Women in Global Media (VAWGM)

VAWGM is a professional association of Afghan women in the media sector established with funding from UNESCO.

It is now a national NGO with its own radio station in **Kabul**, called **The Voice of Afghan Women** (see radio section for further information about this station). VAWGM has also established **Effat**, a monthly newspaper for rural women, which is distributed to several parts of the country.

The organization is based in Kabul and offers a range of media training opportunities.

Contact details required

Media production resources

Kaboora www.kaboora.com

Kaboora is the largest television production house in Afghanistan. It forms part of the **Moby Group** of media businesses, which includes **Tolo TV**, **Lemar TV** and **Arman FM**.

Kaboora turns out some of Afghanistan's most popular TV programmes, including the talent spotting show *Afghan Star* and country's first TV soap opera, *Secrets of this House*.

Kaboora also rents out TV production equipment and personnel.

It produces TV advertising for the Government and other external customers.

Contact details needed

Lapis Advertising Agency www.mobygroup.com

Lapis is a full service advertising and public relations agency owned by the **Moby Group**.

Its services include advertising, branding, design, events management, media placement, public relations, research and stakeholder management.

The agency has worked on publicity campaigns for the US military in Afghanistan, Etisalat, Tolo TV, the Afghan National Army and Afghan Telecom.

Contact details needed

Awaz Communication www.awazcommunications.com (website defunct)

Awaz Communication is an integrated production house and communications agency that was set up by a former employee of Internews and Aina.

The company has worked with USAID and the national broadcaster RTA to produce talk shows on political issues and radio and TV documentaries on Afghan development issues.

Address: Awaz Communication, House # 357 ,Street #3 ,Shash Darak, District # 9 Kabul.

Tel: +93 79 814 2017

+93 79 960 8153

Email: asa@awazcommunications.com

AwaNama: www.awanama.com

AwaNama is an independent production house, media consultancy and advertising agency.

The company has produced various radio and television programmes for Afghan media. It also provides a range of services from design, production, translation and dubbing to research, consultancy and distribution.

It was funded initially by the European Commission, USAID, Germany, Denmark and various NGOs.

Contact: Chief Executive Officer: - Barry Salaam

Tel: +93 20 220 3881

Mobile: +93 70 22 4434

Email: barrysalaam@awanama.com

Global Media Production (GMP) <http://www.globalmediaproduction.net/>

GMP is a video production company based in Kabul.

It has been producing documentaries, corporate videos and web videos for government, NGOs, military organizations, multinational and local businesses for over ten years.

It also undertakes work for international TV networks.

Tel: +93-799-144 015

+93-777-144 015

Email: info@globalmediaproduction.net

TriVision Advertising AFG www.trivision.tv/home.html

TriVision Studios is a full service marketing and media production agency that designs and executes creative marketing, entertainment and media campaigns for its clients.

It specialises in brand advertising communications for online, print and broadcast media.

Trivision AFG is the Afghan branch of a US company based in Burke, Virginia. Its parent organization works closely with the US government, especially the Department of Defence.

In Afghanistan, Trivision works closely with The Killid Group of radio stations, Jayhoon Printing and Rana Technologies, a leading Afghan IT services company.

TriVision staff are fluent in English, Dari and Pashto.

Services include:

- Audio and video production services
- Printing and publishing
- Production of commercials, music videos, documentaries, educational and live shows
- Distribution team in Kabul and most of Afghanistan's provinces
- In-house graphic designers

- Branding and message development
- Marketing and communication
- Product launch, direct marketing and channel integration
- Web development
- Event promotion and advertising

Address: Kabul Felez Plaza, Sara-e-Ghazni, Deh Boori, Kabul, Afghanistan

Tel: +93 20 250 13 33

+93 20 250 10 15

+93 700 88 20 20

+93 799 17 18 02

Email: afg@trivision.tv

9. Telecommunications overview

The telecommunications sector is developing rapidly, but an unreliable electricity supply, difficult terrain and insurgent attacks on transmission masts hamper its ability to provide reliable nationwide coverage.

Power cuts and targeted militant attacks on telecommunications masts frequently cause service interruptions.

Mobile telephony was introduced to Afghanistan in 2002. Today it reaches 85 per cent of the population.

In 2010, 61% of the population owned or had access to a mobile phone, according to the Altai Consulting media survey for USAID.

According to the GSM Association, there were more than 16 million mobile phone subscribers in Afghanistan in late 2010.

Afghanistan's landline infrastructure has been torn up by three decades of conflict, so nearly everyone relies on mobile telephones.

There are only 175,000 landline subscribers in the country.

Mobile phone ownership is highest in the towns, where reception is better.

But mobile use in rural areas is increasing fast as the main networks erect more base stations and mobile phones become cheaper.

Several hundred thousand Afghan migrants working in the Gulf use mobile phones to keep in touch with their families at home.

M-paisa, a mobile money service, that allows subscribers to transfer cash to other mobile phone owners, was launched by **Roshan**, Afghanistan's largest mobile telecoms operator, in 2008.

It provides a cheap and convenient cash transfer service in a country where most people do not have a bank account. M-paisa is even used by some companies to pay their employees.

Mobile phones have also been used as a mass communications tool in development programmes in rural Afghanistan.

For example, Mercy Corps has set up an SMS messaging service called Maloomat that delivers market price information to farmers in Parwan province.

Box - Mobile phones help farmers in Parwan province to price their crops

Farmers in the Qala-e-Mullah district of Parwan province north-west of Kabul traditionally sell their surplus produce to traders who visit their villages rather than wholesalers in the big towns who offer better prices.

The farmers are often cheated because they don't know the real market value of the wheat, beans, potatoes, onions, tomatoes, and grapes that they sell.

However, since 2009, they can instantly find out the current market price for a wide range of agricultural commodities by sending an SMS message or making a quick phone call.

The Maloomat market price information service is operated by Mercy Corps in cooperation with the Roshan mobile phone network. The pilot project in Parwan province is funded by USAID.

Farmers have been trained how to use the service, which involves entering a code for the commodity they are interested in.

The price information is available either as an SMS message or as a recorded voice message.

The SMS service has experienced problems because many farmers are illiterate.

Furthermore, although the SMS messages are in Dari, the local language, they are written in Latin script not in the Dari alphabet with which local people are familiar. This means that even farmers who can read and write have difficulty in interpreting the price messages.

There is also some confusion as to whether the prices given quoted refer to kilograms or the "seer", a traditional Afghan unit of weight measurement.

Alternatively, farmers can dial the Malamoot price information line and give voice prompts in order to listen to recorded voice message . This service has proved more popular.

Mercy Corps says the price information service is being utilized by a large proportion of villagers.

But the level of trust placed in the information has varied.

Most farmers use Malamoot as a secondary source of information to verify the prices they hear about from other sources, such as Ministry of Agriculture officials or people returning from market.

Even those who use Malamoot as a primary source of information prefer to double check its prices with a second source.

Many farmers distrust Malamoot because they find that traders continue to offer them significantly less than the prices quoted by the mobile information service when they take their produce to market.

In general, farmers say they would prefer to get the price information via traditional media sources such as radio and television.

One problem is cost. The farmers have to pay every time they make a call or send an SMS.

However, experience so far indicates that many of them do see mobile phones as a good way to distribute information on demand.

Some farmers in Qala-e-Mullah said they would like to receive more information on their mobile phones about weather, crop transportation and other specific agricultural issues.

They were less interested in receiving general news by phone since gathering together to listen to the news on the radio or watch it on television was a social activity that was integral to everyday life.

There is no 3G service in Afghanistan at present, so the internet cannot easily be accessed from mobile phones.

The first 3G network was due to be launched in 2011.

There are four GSM mobile telecommunications providers in Afghanistan.

These are:

- **Roshan** which has the largest number of subscribers
- **Etisalat** which has the cheapest call rates
- **The Afghan Wireless Communicaton Company (AWWC)** Afghanistan's first mobile phone company. It is partly government owned
- **MTN Afghanistan** which has the most expensive call rates

SIM cards cost between 75 and 100 Afghanis (US\$1.65 and \$2.20), depending on the network. This charge includes a small initial amount of air time credit.

Voice calls cost between 2.0 and 5.5 Afghanis (4 and 12 US cents) per minute, depending on the network, the time of day and whether the call is made to someone on a different network.

Roshan and **MTN** charge the same tariff for calls to all networks.

SMS text messages typically cost 2.5 Afghanis (5.5 US cents) each to all networks.

Internet usage is limited by Afghanistan's low 28% literacy rate, but it is becoming increasingly popular with the educated urban youth – particularly young men.

The Asia Foundation social survey of Afghanistan in 2009 found that only 9% of households have access to a computer.

A media survey for BBC World Service Trust in 2010 found that only 6% of Afghans (about one million people) use the internet.

Most web surfers go on line at an internet café.

Two mobile networks, **AWCC** and **MTN** offer internet access via a mobile handset, but this service incurs a fee and relies upon a strong, constant signal to operate.

The Afghan Government is building a 3,200km-long internet fibre-optic backbone to improve internet access across the country.

When this is completed in 2011, it should extend the availability of high-speed broadband services and reduce the cost of internet access.

However, the optic fibre network is taking longer than expected to complete.

At the end of 2010 it was limited to Kabul and the provinces of Parwan, Mazar, Faryab and Badghis. The fibre optic backbone will eventually provide international connections to Pakistan, Tajikistan and Uzbekistan.

There are more than 20 small and medium sized Internet service providers (ISPs) which use satellite links to connect to the world wide web.

Some remote areas have an access point to the District Communication Network (DCN), which provides internet and telephone connections to government. Access is available to the general public for a small fee.

10. Telecommunications companies

Mobile phone networks

Roshan - www.roshan.af

Roshan is Afghanistan's largest mobile company. It has the most extensive national coverage and the largest number of subscribers.

Roshan was launched in 2003. By late 2010 it had over 3.8 million active subscribers.

Its network covered 230 towns and reached all of Afghanistan's 34 provinces (see coverage map).

In 2008, Roshan launched a mobile money transfer service called M-paisa in association with Vodaphone.

This enables Roshan subscribers to transfer cash to other mobile phone owners using a simple SMS message. The payee goes to a Roshan M-paisa agent to receive the funds. In order to do so, he must present a PIN number.

The cash is then debited from the sender's M-paisa account, along with a commission.

At the end of 2010, Roshan was the only mobile network in Afghanistan to offer a money transfer service.

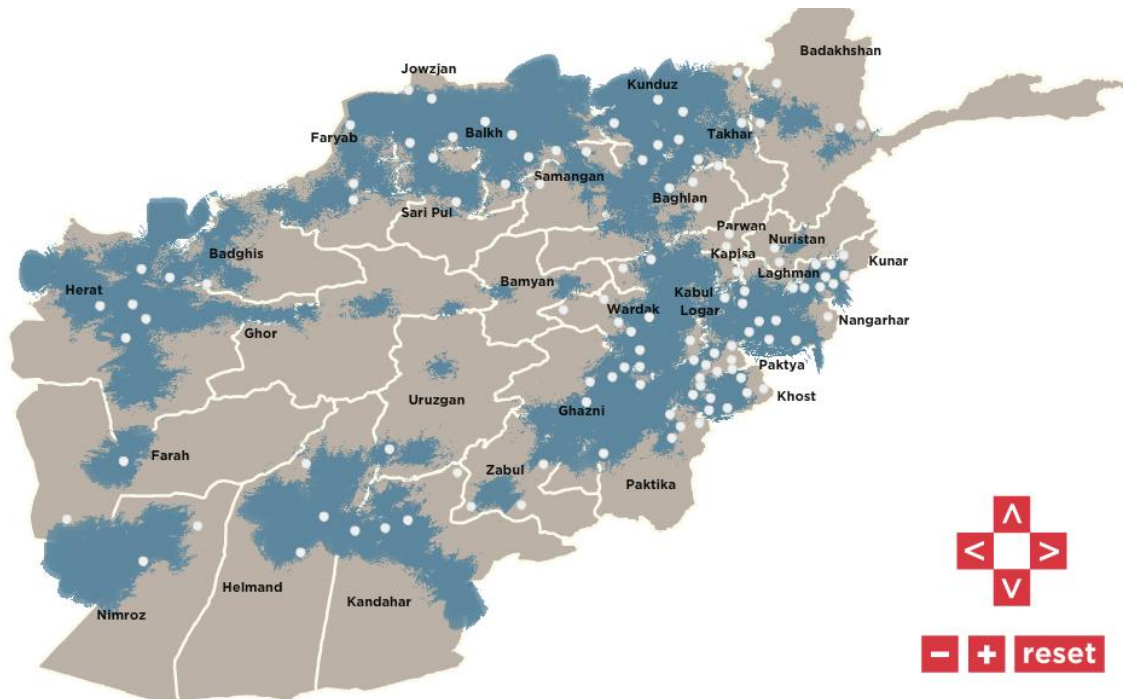
Roshan is 51% owned by the Aga Khan Foundation. Its international telecoms partner is the UK-based mobile giant Vodaphone.

Roshan is Afghanistan's largest private company and the largest single contributor of tax revenue to the national treasury.

Roshan Customer Care Center,
Roshan Shop Street #13, Off Main Street,
Wazir Akbar Khan,
Kabul.

Tel: +93 (0) 79 997 1333

E-mail: roshanca@roshan.af



Roshan network coverage map: <http://www.roshan.af/Roshan/Personal/Coverage.aspx>

Etisalat Afghanistan <http://www.etisalat.af/>

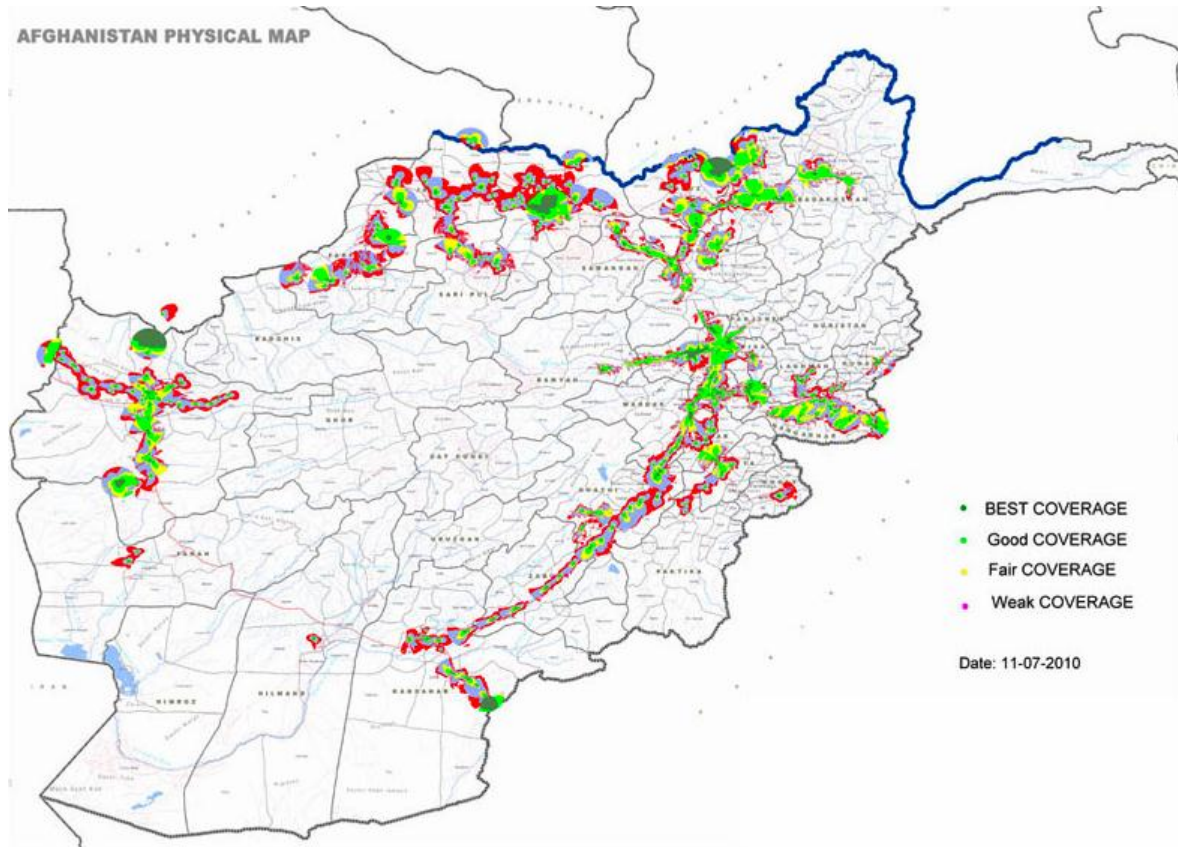
Etisalat Afghanistan is the newest GSM operator in the country, but it has grown fast.

The company launched its network in 2006. By late 2010 it had 3.0 million subscribers.

It forms part of the global Etisalat mobile telecoms network based in the United Arab Emirates.

Etisalat has good network coverage in the north, east and west (see network coverage map below) and reaches 27 of Afghanistan's 34 provinces.

In 2010, Etisalat partnered with **Radio Azadi**, to allow Etisalat mobile customers to subscribe to free SMS news updates and emergency alerts from the station in **Dari** and **Pashto**.



Etisalat network coverage map

Etisalat Afghanistan
 Shahre Naw, Ehsan Plaza, Kabul
 Tel: + 93 786 786 786
 Email: info@etisalat.af

The Afghan Wireless Communication Company (AWCC) www.afghan-wireless.com

AWCC was the first company to launch mobile phone services in Afghanistan in 2002.

It claims network coverage of 31 of Afghanistan's 34 provinces via a 2,500 kilometre nationwide 'microwave ring' covering 31 provinces and more than 250 towns (see coverage map).

How many subscribers?

AWCC was founded by company chairman Ehsan Bayat, an Afghan businessman who studied telecoms engineering in the United States. He also owns the **Ariana** radio and television group.

The Afghan government owns a 20% stake in the company.

In 2010, AWCC launched a drive to increase its coverage, particularly in rural areas, and provide a range of new mobile services. **Such as?**



Afghan Wireless Communication Company coverage map (GSM © Europa Technologies & GSM Association)

Contact details required

MTN Aghanistan www.mtn.com.af/

MTN has network coverage in 30 provinces. It claims to reach 18.6 million people across Afghanistan.

The South African-based telecoms giant does not yet offer a money transfer service in Afghanistan.

But it does allow subscribers to dial a special number where they can listen to the latest foreign exchange rates for the Afghani against major currencies

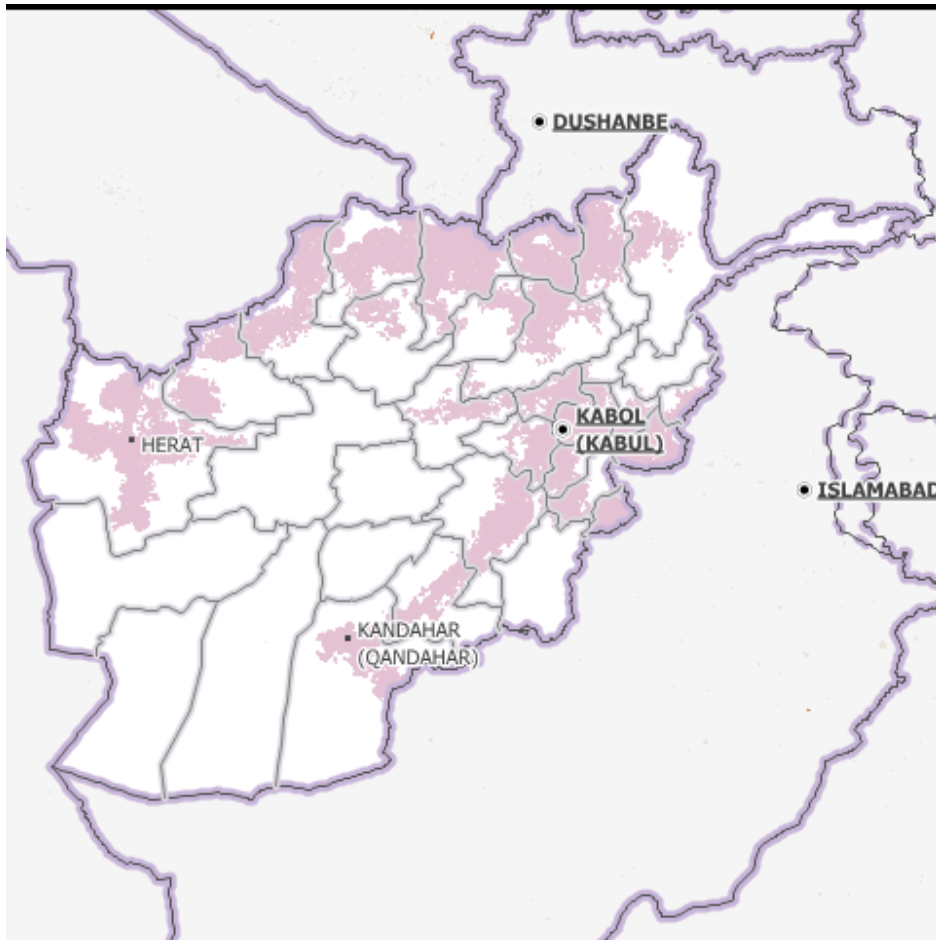
MTN's call charges are generally more expensive than those of the other three networks.

The network, originally called Areeba, was launched in 2005. It was acquired by MTN a year later and rebranded as MTN Afghanistan in 2008.

MTN Afghanistan, Esmat Muslim street, House # 35, Shar-e-naw, Kabul.

Tel: +93 77 2222 779

Email contact?



MTN Afghanistan (GSM © Europa Technologies & GSM Association)

Internet service providers

The main ISPs in Afghanistan are:

- **AFSat, (formerly Faiz Internet Company)** <http://www.afsat.net/>
- **InstaTelecom** <http://www.instatelecom.com/index.html>
- **Neda Telecommunications Company** <http://www.neda.af/>
- **CeReTechs** <http://www.ceretechs.com/content/category/1/1/10/>
- **Io Global services** <http://www.io-global.com/>
- **Rana Technologies** <http://www.ranatech.com/>
- **Liwai Net** <http://www.liwal.net/>

Landline telecoms provider**Afghan Telecom** www.afghantelecom.af

Afghan Telecom is a government controlled telecommunications provider that provides landline services as well as some mobile and internet services.

It operates most of Afghanistan's 175,000 landlines and is building the country's new 3,200 km fibre-optic backbone.

It is also planning to build a Village Communications Network that will connect 5,000 villages to a telephone service for the first time

4th Floor Post Parcel Building,
Mohammad – Jan Khan Watt,
Kabul

Tel: +93 75 203 3333

Fax: +93 75 203 3344

Email: info@afghantelcom.af

PRINICIPAL SOURCES

BBC World Service Trust, Afghanistan National Media Survey

Internews, Afghanistan National Media Survey

Asia Foundation

Altai Consulting

BBC World Service Trust

InterMedia

Reporters Without Borders

Radio Free Europe

Moby Capital Partners

Abyz News Links

Cultural Profiles.net

Afghan Ministry of Communication

GSM

ITU

Asia Foundation

UNHCR

UNAMA

USAID

IRIN

Relief web

OCHR

IWPR

Reuters AlertNet

Al Jazeera

World Bank