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**AFGHANISTAN**

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# FACT SHEET

## National Media Assessment

### OVERVIEW

With support from Afghanistan's international partners, domestic and foreign business resources, and anti-government sources, USAID's Office of Transition Initiatives and Office of Democracy and Governance are jointly funding a national media assessment, audience survey and efficacy study that will encompass all 34 Afghan provinces and have a sample size of more than 10,000 individuals. Given the rapid development of print, broadcast, and new digital media in Afghanistan during the last eight years, a comprehensive and systemic look at the state of Afghan media, its management, programming, audience, and impact is overdue. The study will include quantitative and qualitative components in an attempt to understand the role media plays in Afghan societies in order to guide media development and communications efforts of U.S. Government (USG), International Security Assistance Forces, other bilateral donors, and the Government of Islamic Republic of Afghanistan. Research will be undertaken in communities with levels of high, moderate and minimal media access from every province.

Each province will have three districts selected for study, chosen on the basis of media access and critical USG interest. These provincial samples will then be weighted for a true national sample, and will be available for provincial analysis as well. Initial research will be initiated in 16 priority districts of intense USG interest and will then continue to encompass the entire country. Results for the high interest areas will be available mid-June and full results are expected by early September. Altai Consulting is conducting the study; a Kabul-based internationally recognized research and consulting firm with six years of experience doing this type of research throughout Afghanistan.

The assessment follows an initial effort that was completed in 2005, "Afghan Media - Three Years After: Media and Alternative Sources of Information in Afghan Society." This new assessment is an opportunity to compare the state of Afghanistan's media today to 2005, and to inform the whole spectrum of actors in both the immediate and distant future.

### ACTIVITIES

- An updated and comprehensive review of the media landscape in Afghanistan
- A review of the capacities and business models of the main Afghan media, and their sustainability
- A national and detailed data on media audience and program preferences
- A segmentation of audience (profiles/preferences)
- An analysis of local perceptions, and impact of media on opinions and behaviors

### EXPECTED RESULTS

- Pave the way for future investments planned by the USG and the international community in terms of independent media development and communication strategy
- Build a comprehensive picture of audience, program preferences, and expectations
- Develop a refined analysis of impact on opinions, behaviors, and stability