

CADGAT

Central Asia Data Gathering and Analysis Team

**TV in Central Asia**

## Central Asia Regional Data Review

No. 14  
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In 2009, the Norwegian Institute of International Affairs (NUPI) and the OSCE Academy established the Central Asia Data-Gathering and Analysis Team (CADGAT). The purpose of CADGAT is to produce new cross-regional data on Central Asia that can be freely used by researchers, journalists, NGOs and government employees inside and outside the region. The project is managed by Kristin Fjaestad and Indra Overland at NUPI. Comments and questions can be sent to: [cadgat@nupi.no](mailto:cadgat@nupi.no). The datasets are freely available at: <http://osce-academy.net/en/research/cadgat/>

The following datasets have been published:

1. Hydroelectric dams and conflict in Central Asia
2. Narcotics trade and related issues in Central Asia
3. Language use and language policy in Central Asia
4. The transport sector in Central Asia
5. Road transportation in Central Asia
6. Gender and politics in Central Asia
7. Political relations in Central Asia
8. Trade policies and major export items in Central Asia
9. Intra-regional trade in Central Asia
10. Trade barriers and tariffs in Central Asia
11. Holidays in Central Asia. Part I: Laws and official holidays
12. Holidays in Central Asia. Part II: Professional and working holidays
13. Media in Central Asia: Print Media

CADGAT has also produced a database on 'Elites in Central Asia', which can be found at the same website.

**Data collection and outline of report**

Data collection for the CADGAT media reports was carried out in August–December 2013, so the figures presented here reflect the situation at that point in time. This report is intended as an overview that can be updated later. Sources of information are listed in footnotes, with access dates.

**Background of report**

The development of mass media in the Central Asian republics of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan since independence differs considerably. All five countries have non-state media; and international organizations conduct workshops, trainings and various events. The media have high influence on local society. This data review presents some aspects of media and related topics in the Central Asian region.

**Key findings**

- Kazakhstan has more private TV channels than the other countries, in nominal and relative terms.
- All TV channels in Turkmenistan are state-owned.
- The top programme in all five countries is news.
- In Uzbekistan and Turkmenistan, there are no national Russian-language channels, but both have a few multi-language channels. In Tajikistan, all channels are to some degree multi-language, but Tajik dominates. In contrast, Kazakhstan has a strict policy on language representation. In Kyrgyzstan, there is an even balance, although all state channels broadcast in the Kyrgyz language.

## 1. TV media in Central Asia (2013)

	KAZ <sup>1</sup>	KYR	TAJ	TUR <sup>2 3</sup>	UZB
<b>Number of TV channels</b>	95 <sup>4</sup>	26	26	7	65 <sup>5</sup>
<b>State channels</b>	10 <sup>6</sup>	9	4	7	31
<b>Private channels</b>	85 <sup>7</sup>	17	22	0	34
<b>Channels with international funding</b>	0	2	17 <sup>8</sup>	0	3 <sup>9</sup>
<b>Commercial channels</b>	n/a	0	21	0	
<b>Independent channels</b>	0 (since 2012) <sup>10</sup>	15 <sup>11</sup>	n/a	0	0
<b>Digitalisation</b>	75%	No	4 <sup>12</sup>	7 <sup>13</sup>	45-50% <sup>14</sup>
<b>National language</b>	1	26	26 <sup>15</sup>	7	65
<b>Russian language</b>	50 (Kazakh and Russian)	12	n/a	-	6 <sup>16</sup>
<b>Other languages</b>		6	n/a	1	0

<sup>1</sup> Ministry of Culture and Information, Mass Media in Kazakhstan as of 15 March 2013  
[http://www.mki.gov.kz/rus/komitety/komitet\\_informacii\\_arxivov/upravlenie\\_pechatnyh\\_smi/statistika\\_ot\\_rasli/](http://www.mki.gov.kz/rus/komitety/komitet_informacii_arxivov/upravlenie_pechatnyh_smi/statistika_ot_rasli/)

<sup>2</sup> <http://polpred.com/?ns=1&cnt=160&sector=15&sortby=date&page=2> (accessed 28.09.2013)

<sup>3</sup> [http://ru.wikipedia.org/wiki/Категория:Телеканалы\\_Туркмении](http://ru.wikipedia.org/wiki/Категория:Телеканалы_Туркмении) (accessed 9.10.2013)

<sup>4</sup> Ministry of Investment and Development of the Republic of Kazakhstan. Mass Media Statistical Data. Available from: <http://info-con.mid.gov.kz/ru/pages/pokazateli-po-otrasli-smi>

<sup>5</sup> Data from [http://news.uzreport.uz/news\\_4\\_r\\_99210.html](http://news.uzreport.uz/news_4_r_99210.html), <http://www.mezon.uz/news-in-uzbekistan/social/895-v-uzbekistane-kolichestvo-smi-prevyisilo-1300>, last visit on 11.10.2013

<sup>6</sup> Ministry of Investment and Development of the Republic of Kazakhstan. List of National TV channels as of 1 November 2014. Available at: <http://info-con.mid.gov.kz/ru/pages/reestr-otechestvennyh-telekanalov-po-sostoyaniyu-na-1-noyabrya-2014-goda>

<sup>7</sup> Ministry of Investment and Development of the Republic of Kazakhstan. List of National TV channels as of 1 November 2014. Available at: <http://info-con.mid.gov.kz/ru/pages/reestr-otechestvennyh-telekanalov-po-sostoyaniyu-na-1-noyabrya-2014-goda>

<sup>8</sup> Fully or partially supported by Internews Network in Tajikistan

<sup>9</sup> These are Russian/Uzbek TV channels – Forum TV, TVMarkaz, and SoftC

<sup>10</sup> Several oppositional media outlets were banned by a court decision in 2012, including satellite TV channel K+, the Stan TV Internet video news site. See IREX, *Kazakhstan Media Sustainability Index 2013*, p.243, <http://www.irex.org/resource/kazakhstan-media-sustainability-index-msi>.

<sup>11</sup> Author's estimate based on interviews with experts.

<sup>12</sup> All state TV channels

<sup>13</sup> <http://satmaster38.narod.ru/index/0-30> <https://www.satellites.co.uk/forums/threads/turkmenistan-muxes-52e.165549/>,

<http://seradata.com/SSI/2015/04/falcon-9-launches-comsat-for-turkmenistan> (last accessed 12.06.2015).

<sup>14</sup> <http://en.trend.az/business/it/2301651.html>, last accessed on 19.6.2015.

<sup>15</sup> All TV stations, both national and regional, broadcast in national language. However, many TV channels also broadcast several programmes in Russian and some have programmes in Uzbek. For some regional/district TV channels, the percentage of programmes in Russian or Uzbek can be as high as 60%. News on national TV channels is broadcast in Tajik, Russian, English, Uzbek and Arabic.

<sup>16</sup> Some channels broadcast in both Russian and Uzbek

<b>Foreign TV channels available (country of origin and number)</b>	233 <sup>17</sup>	183 <sup>18</sup>	5 Rus <sup>19</sup> , 2 Uzb <sup>20</sup>	Russian channels, Turkish, Chinese, Arabic, K+ (Central Asian) <sup>21</sup>	22 Russian, 8 International
<b>Number w/national coverage</b>	17	4	4	7	9
<b>Number w/regional coverage (oblast)</b>	78	22	16	0	56
<b>National TV channels that are available in other Central Asian countries</b>	Kyr; Uzb; Turk; Taj	3 <sup>22</sup>	2 Uzb <sup>23</sup> , 4 Tur <sup>24</sup>	Kazakh; Kyrgyz; 4 Uzbek; Tajik	

<sup>17</sup> Ministry of Investment and Development of the Republic of Kazakhstan. List of Foreign TV and Radio channels registered and transmitted at the territory of the Republic of Kazakhstan as of 1 November 2014 <http://info-con.mid.gov.kz/ru/pages/reestr-inostrannyh-tele-radiokanalov-postavlennyh-na-uchet-i-rasprostranyaemyh-na-territorii>

<sup>18</sup> 8 Kazakh channels, 93 US channels available in Russian and English language, 68 Russian channels, 11 Uzbek channels, 6 Tajik channels

<sup>19</sup> Through regular antennas.

<sup>20</sup> In border areas with Uzbekistan (Tursunzade, Panjakent, Shahrituz)

<sup>21</sup> Satellite TV

<sup>22</sup> Kyrgyzstani TV channels available in other Central Asian countries

<sup>23</sup> Through regular antenna in border areas.

<sup>24</sup> Through satellite dish

## 2. Ten most popular TV programmes

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### Kazakhstan (September 2013)<sup>25</sup>

Week 2–8 September 2013

Name of programme	Type of programme	Coverage	Name of channel
#1 <i>New KTK Channel. Itogoviy vypusk</i> (Final release)	Evening news	Nationwide	KTK
#2 <i>Vo sadu li v ogorode</i> (In the garden)	Film		First Channel Eurasia
#3 <i>Kelin</i> in Kazakh language (Daughter-in-Law)	Soap opera		Kazakhstan
# 4 <i>Pole Chudes</i> (The Field of Miracles)	Entertainment show		First Channel Eurasia
# <i>Analitica</i> (Analysis)	Information-analysis		First Channel Eurasia
#6 Portrait of the week	Information-analysis		KTK
#7 <i>Koroleva banditov</i> (The Queen of Bandits)	Film		31 Channel
#8 <i>Minuta Slavi. Doroga na Olimp</i> (Moment of Glory: The Way to Olympus)	Reality show		First Channel Eurasia
#9 <i>Pryaniki is kartoshki</i> (Potato Pastry)	Film		First Channel Eurasia
#10 <i>Dikiy-3</i> (Wild 3)	Soap opera		First Channel Eurasia

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<sup>25</sup> TNS Central Asia conducts weekly ratings of the most popular TV and Radio programmes. There is no information available on monthly top programmes. The four tables below indicate the most popular TV ratings for the four weeks of September 2013. TNS Central Asia does not indicate the number of viewers, only programme ratings. Such weekly rankings are only available in Kazakhstan and not in the other 4 countries.

**Week 9–15 September 2013**

<b>Name of programme</b>	<b>Type of programme</b>	<b>Coverage</b>	<b>Name of channel</b>
#1 <i>New KTK Channel. Itogoviy vypusk</i> (Final release)	Evening news	Nationwide	KTK
#2 <i>Portrait of the week</i>	Information-analysis		KTK
#3 <i>Minuta Slavi. Doroga na Olimp</i> (Moment of Glory: The Way to Olympus)	Reality show		First Channel Eurasia
# 4 <i>Analitica</i> (Analysis)	Information-analysis		First Channel Eurasia
# 5 <i>Pole Chudes</i> (The Field of Miracles)	Entertainment show		First Channel Eurasia
#6 <i>Kelin</i> in Kazakh language (Daughter-in-Law)	Soap opera		Kazakhstan
#7 <i>21:00 News on the First Channel Eurasia</i>	News	Nationwide	First Channel Eurasia
# 8 <i>Poslednyaya zhertva</i> (The Last Victim)	Film		First Channel Eurasia
#9 <i>Divan dlya odinokogo muzhchini</i> (The Sofa for a Lonely Man)	Film		First Channel Eurasia
#10 <i>Slugi naroda</i> (Servants of the People)	Talk show		KTK

**Week 16– 22 September 2013**

<b>Name of programme</b>	<b>Type of programme</b>	<b>Coverage</b>	<b>Name of channel</b>
#1 <i>New KTK Channel. Itogoviy vypusk</i> (Final release)	Evening News	Nationwide	KTK
#2 <i>Drugaya Pravda s Alekseem Shahmatovim</i> (The Other Truth, with Alexey Shahmatov)	Information programme	Nationwide	KTK
#3 <i>Sila serdza</i> (Power of the Heart)	Film	Nationwide	First Channel Eurasia
#4 <i>Dikiy-3</i> (Wild-3)	Soap opera	Nationwide	First Channel Eurasia
#5 <i>Kelin</i> (Daughter-in-Law)	Soap opera	Nationwide	Kazakhstan
#6 <i>Portrait of the week</i>	Information-analysis	Nationwide	KTK
#7 <i>The Shaggy Dog</i>	Film	Nationwide	31 Channel
#8 <i>Hochu v Via Gra</i> (I want to go to Via Gra)	Reality show	Nationwide	NTK
#9 <i>21:00 News on the First Channel Eurasia</i>	News	Nationwide	First Channel Eurasia
#10 <i>Pust govoryat</i> (Let them talk)	Talk show	Nationwide	First Channel Eurasia



**Week 23– 29 September 2013**

<b>Name of programme</b>	<b>Type of programme</b>	<b>Coverage</b>	<b>Name of channel</b>
#1 <i>Minuta Slavi. Doroga na Olimp</i> (Moment of Glory. The Way to Olympus)	Reality show	Nationwide	First Channel Eurasia
#2 <i>New KTK Channel. Itogoviy vypusk</i> (Final release)	Evening News	Nationwide	KTK
#3 <i>Portrait of the week</i>	Information-analysis	Nationwide	KTK
#4 <i>21:00 News on the First Channel Eurasia</i>	News	Nationwide	First Channel Eurasia
#5 <i>Saturday News on the First Channel Eurasia</i>	News		First Channel Eurasia
#6 <i>Drugaya Pravda s Alekseem Shahmatovim</i> (The Other Truth, with Alexey Shahmatov)	Information	Nationwide	KTK
#7 <i>Hochu v Via Gra</i> (I want to go to Via Gra)	Reality show	Nationwide	NTK
#8 <i>Budet Svetlim Den</i>	Film		First Channel Eurasia
#9 X Factor	Reality show		KTK
#10 <i>Veronika. The Lost Happiness</i>	Film		First Channel Eurasia

**Kyrgyzstan (September 2013)<sup>26</sup>**

	<b>Name of programme</b>	<b>Type of programme</b>	<b>Number of viewers</b>	<b>Coverage</b>	<b>Name of channel</b>
<b>#1</b>	<i>Ala Too</i>	News	1 600 000	Nationwide	OTRK
<b>#2</b>	<i>Vremya</i>	News/Culture	1 200 000	International	1 Channel. Russia
<b>#3</b>	<i>Arnoo kontserti</i>	Music	1 100 000	Nationwide	OTRK
<b>#4</b>	<i>Kundemi</i>	News	900 000	Nationwide	NTS
<b>#5</b>	<i>Aalam syrlary</i>	Show	900 000	Nationwide	OTRK
<b>#6</b>	<i>Sobytiya dnya</i>	News	800 000	Nationwide	NTS
<b>#7</b>	<i>Zamana</i>	News	800 000	Nationwide	OTRK
<b>#8</b>	<i>Pust govoryat</i>	Talk show	800 000	International	1 Channel. Russia
<b>#9</b>	<i>Azattyk+</i>	Talk show	750 000	Nationwide	OTRK/ Production of Azattyk
<b>#10</b>	<i>Davai pozhenimsya</i>	Show	700 000	Nationwide	1 Channel. Russia

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<sup>26</sup>Rough estimates by a pool of media experts concerning some channels.

### Tajikistan (September 2013)

	<b>Name of programme</b>	<b>Type of programme</b>	<b>Number of viewers</b>	<b>Coverage</b>	<b>Name of channel</b>
#1	<i>Akhbor</i> (Tajik)	News	500 000– 700 000	Nationwide	Shabakai Yakum
#2	<i>Panorama</i> (Russian)	News	200 000– 300 000	Nationwide	Shabakai Yakum
#3	<i>Parvoz</i>	Reality show	200 000	Nationwide	TV Safina
#4	<i>Nabzi Sayora</i>	News/analysis	100 000	Nationwide	Shabakai Yakum
#5	<i>Ravo</i>	Analysis	50 000	Nationwide	TV Safina
#6	<i>Ofarin</i>	Game show/children	40 000 – 50 000	Nationwide	TV Bahoriston
#7	<i>Jilvai Hunar</i>	Culture/entertainment	30 000 – 50 000	Nationwide	TV Safina
#8	<i>Gulrezi tarona</i>	Music	30 000 – 40 000	Nationwide	Shabakai Yakum
#9	<i>Bosyoft</i>	Science/children	20 000 – 30 000	Nationwide	TV Bahoriston
#10	<i>Saboh</i>	Culture/entertainment	30 000 – 50 000	Nationwide	TV Safina

**Turkmenistan (September 2013)<sup>27</sup>**

\	Name of programme	Type of programme	Number of viewers	Coverage	Name of channel
#1	<i>Watan</i>	News	n/a	Nationwide	Altyn Asyr
#2	<i>Watan</i>	News	n/a	Nationwide	Turkmenistan
#3	<i>Vremya, Pust' govoryat, Lednikovyi period, Mat'-i-matcheha</i>	News, TV series	n/a		ORT
#4	<i>Vesti, Svaty</i>	News, TV series	n/a		RTR
#5	<i>6 kadrov, Daesh' molodezh', Voroniny</i>	TV series	n/a		CTC
#6	<i>Velikolepnyi vek</i>	TV series	n/a		Domashnii
#7	<i>Dorozshnyi patrol'</i>	TV series	n/a		NTV
#8	<i>Dom-2</i>	Show	n/a		TNT
	News	News		Central Asia	K+
#9	Culture programmes	TV series, culture	n/a	Nationwide	Miras
#10	Music	Music	n/a	Nationwide	Turkmen Owazy

<sup>27</sup> Information from 10 respondents, all living in Ashgabat. Other areas may differ as to preferences.

**Uzbekistan (May 2015)<sup>28</sup>**

	<b>Name of programme</b>	<b>Type of programme</b>	<b>Number of viewers</b>	<b>Coverage</b>	<b>Name of channel</b>
#1	<i>Akhborot</i>	News	n/a	Nationwide	Uzbekistan
#2	<i>Inkon-shou</i>	Talk show	n/a	Nationwide	Yoshlar
#3	<i>Men sizga aytsam</i>	Comedy club	n/a	Tashkent, Tashkent region, some other neighbouring regions	Toshkent
#4	<i>Xabarlar</i>	News	n/a	Nationwide	Sport
#5	<i>Xit Parad</i>	Music	n/a	Tashkent, Tashkent region, some other neighbouring regions	Navo
#6	<i>Taqdim</i>	Music	n/a	Tashkent, Tashkent region, some other neighbouring regions	Navo
#7	<i>Dunyo oshhonasi</i>	Culture/cookery	n/a	Tashkent, Tashkent region, some other neighbouring regions (only digital receivers)	Dunyo Boylab
#8	<i>Shordanak</i>	Comedy club, entertainment	n/a	Nationwide	Uzbekistan
#9	<i>O'zingni Angla</i>	Talk show	n/a	Nationwide	Uzbekistan
#10	<i>Nuqtai nazar</i>	Talk show	n/a	Nationwide	Yoshlar

<sup>28</sup> As no official ranking exists, this is based on personal assessments and social contacts in Tashkent.

### 3. TV and language

#### **Kazakhstan**

“The Republic of Kazakhstan shall provide the functioning of the state and other languages in publications and the media. In order to create the necessary language sphere and full functioning of state language, the time volume of TV and radio programmes, irrespective of their forms of property, broadcast in the state language shall not be less than the total volume of programmes broadcast in other languages.”<sup>29</sup>

Initially, regulation tended to concern technical standards rather than programming content. However, by the early 2000s the focus had shifted to the use of the Kazakh language and imported materials. According to government regulations, 30% of programming waste be in Kazakh in 2001, rising to 50% in 2002 and then to 80% by 2004. If a Russian-origin programme was translated or dubbed, that would count towards the Kazakh-language quota requirement. However, in practice, only about 50% of programming was said to be in Kazakh by 2002. Dubbing was an option only until the end of 2002; the requirement would apply strictly for local production thereafter. It was feared that licences would be lost if stations failed to comply with this requirement.<sup>30</sup>

According to the Law on Mass Media (Art.3 item3; replaced in 2012 by the adoption of the Law on Broadcasting), the Law on Languages (Art. 18) and the Law on Television and Radio Broadcasting (Art. 10) all broadcasters are to offer 50 percent of their content in Kazakh and 50 percent in Russian. A significant proportion is to be generated locally. Only 20 percent of re-broadcast content is allowed. Fines will be levied for channels that devote less airtime to broadcasting television and radio programming in the state language than to programming in other languages.

#### **Kyrgyzstan**

	No. of TV programmes in national language		In Russian language		In English language		Multi-language	
	State	Private	State	Private	State	Private	State	Private
1991	1	0	0	1	0	0	1	0
1995	2	2	0	3	0	0	4	11
2000	3	2	0	3	0	0	7	13
2005	3	2	0	3	0	0	7	13
2010	3	2	0	3	0	0	7	13

<sup>29</sup> See Kazakhstani law ‘On Language in the Republic of Kazakhstan’, 11 July 1997. Available from: <http://adilet.zan.kz/eng/docs/Z970000151> , accessed 22 November 2016.

<sup>30</sup> Amos O. Thomas, ‘Television Dependency in Independent Kazakhstan: Programming via Relay, Import and Adaptation’, *Gazette: The International Journal for Communication Studies*, 67, no.4 (2005): 328. Available at <http://gaz.sagepub.com/content/67/4/325>

2013	3	2	0	3	0	0	7	13
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### Tajikistan

All Tajikistan's TV channels are multilingual: Tajik is dominant, but programmes in Russian, English, Uzbek and other languages are also aired.

### Turkmenistan<sup>31</sup>

	No. of TV programmes in national language		In Russian language		In English language		Multi-language <sup>32</sup>	
	State	Private	State	Private	State	Private	State	Private
1991	3	0	0	0	0	0	0	0
1995	3	0	0	0	0	0	0	0
2000 <sup>33</sup>	4	0	0	0	0	0	0	0
2005	4	0	0	0	0	0	1	0
2010	5	0	0	0	0	0	1	0
2013	7	0	0	0	0	0	1	0

### Uzbekistan<sup>34</sup>

	No. of TV programmes in national language		In Russian language		In English language		Multi-language	
	State	Private	State	Private	State	Private	State	Private
1991	0	0	0	0	0	0	2	0
1995 <sup>35</sup>	0	0	0	0	0	0	4	0

<sup>31</sup> [http://ru.wikipedia.org/wiki/Категория:Телеканалы\\_Туркмении](http://ru.wikipedia.org/wiki/Категория:Телеканалы_Туркмении) (last access 9.10.2013)

<sup>32</sup> The "Turkmenistan" channel is international, with programmes in seven languages (Turkmen, Russian, English, French, Chinese, Arabic, Farsi).

<sup>34</sup> TV channels in Uzbekistan broadcast mostly in Uzbek. However, several are multilingual, broadcasting in various other languages in addition to Uzbek

<sup>35</sup> Data from <http://www.hrw.org/reports/1997/uzbek/Uzbek-03.htm>, accessed 18.10.2013

2000 <sup>36</sup>	12	0	0	0	0	0	2	0
2005 <sup>37</sup>	14	10	0	0	0	0	4	0
2010 <sup>38</sup>	28	31	0	0	0	0	1	3
2013 <sup>39</sup>	28	32	0	0	0	0	1	3

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<sup>36</sup> Information from <http://www.pressreference.com/Uz-Z/Uzbekistan.html>, accessed 18.10.2013

<sup>37</sup> Data from <http://www.gphe.org/countries/Uzbekistan/info.php>, accessed 18.10.2013

<sup>38</sup> Estimated on the basis of the report, 'В Узбекистане около 85% электронных СМИ являются негосударственными', <http://www.12uz.com/ru/news/show/comments/5568/>, accessed 13.10.2013

<sup>39</sup> Estimated on the basis of the report 'Состояние и динамика развития СМИ, издательств и полиграфических предприятий Узбекистана (01.07.2013г.)', <http://www.api.uz/ru/content/statistics/>, accessed 13.10.2013