



Similarly, audience research commissioned by IREX in late 2017 and 2019 found that Arta FM ranked #1 out of 51 stations in the Hasakah (Jazeera) region. 90% of the respondents mentioned Arta FM when asked unprompted what stations they were familiar with, and 93% said they preferred the station to all other media outlets in the region.

Previous studies also support these findings. In 2015, Arta FM had a listener share of 37.5% in the Jazeera region, according to an independent survey conducted by the Washington-based Navanti Group.

In terms of reputation, the above-mentioned audience research commissioned by IREX in 2017 found that 50% of the respondents indicated that Arta FM had “the most credible news on Syria”, while 63% indicated that it was “a primary source of news and information.”

A in-depth [study](#) on the “role and impact of alternative media groups on the Syrian conflict” in early 2017 by Syrian NGO Badael, with support from HIVOS and Friedrich Ebert Stiftung, found that, in the Self-Administration areas in north-east Syria, Arta FM was perceived by the participants as “the best media outlet” among all media outlets in the Jazeera region in covering civic events on all levels (speed, accuracy, details and balance).

For political events, Ronahi TV was ranked first, followed by Rudaw TV and ART FM. However, Rohani was perceived as “misleading, emotional, exaggerative and intimidating”, whereas Arta FM was ranked as “the outlet with the most balanced coverage”. Arta FM was also ranked first in the “levels of news sharing” by the audience, followed by Yekiti Media, Buyer Press and Ronahi TV.

## Coverage Areas

Arta FM's main offices and studios are in Amuda, northeast Syria. The radio also has four other smaller offices and studios in Qamishli, al-Hasaka, al-Malikiyya (Derik), and Maabada (Girkê Legê, near Rimelan). The Ras al-'Ayn (Sere Kaniye) office was evacuated and closed during the Turkish attack on north Syria in October 2019.

Together, the five transmitters cover all of the eastern parts of the Syrian-Turkish border area, known as al-Jazeera region or al-Hasaka governorate, except for Turkish-occupied Ras Al-Ayn, as the map below shows.

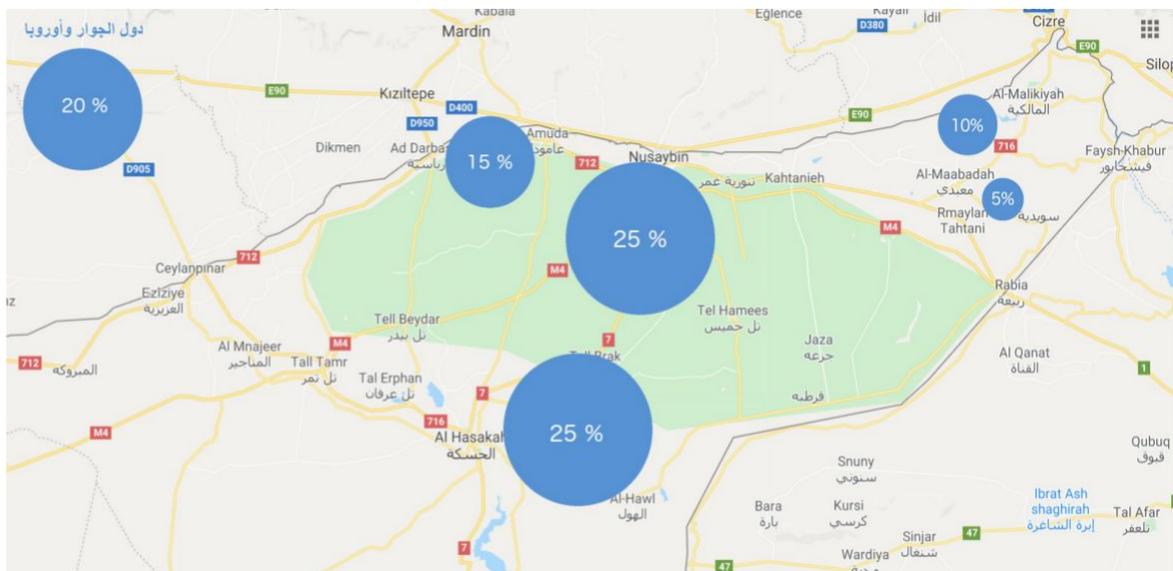


In addition to FM, Arta FM can be listened to on the web and on the NileSat satellite network. An [independent study](#) by Weedoo in November 2016 ranked Arta FM at the top of all independent Syrian radio stations in online listenership levels. This is certainly still the case today.

Arta FM also reaches hundreds of thousands of people through social media, and its online followers and listeners continue to increase. The radio's [Facebook page](#) has over 320,000 followers, and posts often reach tens of thousands of people and attract hundreds to thousands of Likes. Its [YouTube channel](#) has 80,000 subscribers and over 46.5 million views since 2013.

## Target Audience

Arta FM reaches wide sections of the population in the areas of Amuda, Qamishli, al-Hasaka, al-Malikiyya (Derik) and Rimelan in north-east Syria. The map below shows the rough regional distribution of Arta FM's audience on FM and online, based on the population of these areas.



According to the same audience research, the gender profile of Arta FM listeners is “nearly balanced across nearly all age groups.” The research also found that there is a high proportion of female listeners aged 15-24 when compared to all radio listeners.

## Arta– Demographic Profile



There are important socio-political reasons why more women are listening to radio. Many young and middle-age men from the region have either died in the war, joined armed forces or migrated abroad. This situation (the war and the accompanying migration) has affected women in particular.

Moreover, women (i.e. actual or potential mothers) and the younger generations are the main social groups that will build and lead the country in the future, so targeting them with responsible, informed, yet accessible journalism, and with awareness-raising programs and positive messages, is of utmost importance for Arta FM's strategy.