



A joint project of



Funded by the  
European Union



Supported by



Federal Foreign Office

# Bridging the gap Youth and Broadcasters in Arab countries

A focus group survey in Morocco, Algeria, Tunisia, Lebanon, Jordan and Palestine

Conducted by the Arab  
World for Research and  
Development



Commissioned under Shabab Live

A joint project of DW Akademie, Al khatt and AL-JANA, funded by the European Union and co-funded by Germany's Federal Foreign Office

# Objectives and methodology

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## *Overall objectives of the Project*

DW Akademie contracted the Arab World for Research and Development (AWRAD) to conduct a focus group survey in the six target countries in order to:

### ***Highlight the perceptions and expectations of youth towards their broadcasters***

The survey is an effort to answer the following research questions:

- ✓ How do young women and men generally perceive the TV and radio channels in their country?
- ✓ How do young women and men perceive the TV and radio programs currently available in their country?
- ✓ How do they assess the actual presence of young voices in radio and TV programs?
- ✓ What are the topics and formats young people would like to see more in TV and radio programs?

# Objectives and methodology

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## Methodology

AWRAD utilized a mixed-method approach that consisted of:

### Focus groups



Twenty-four focus groups with 334 males and females, ages ranging between 15-30.

### Quantitative survey



A brief questionnaire about youth's media habits was used during the focus groups

### Desk review



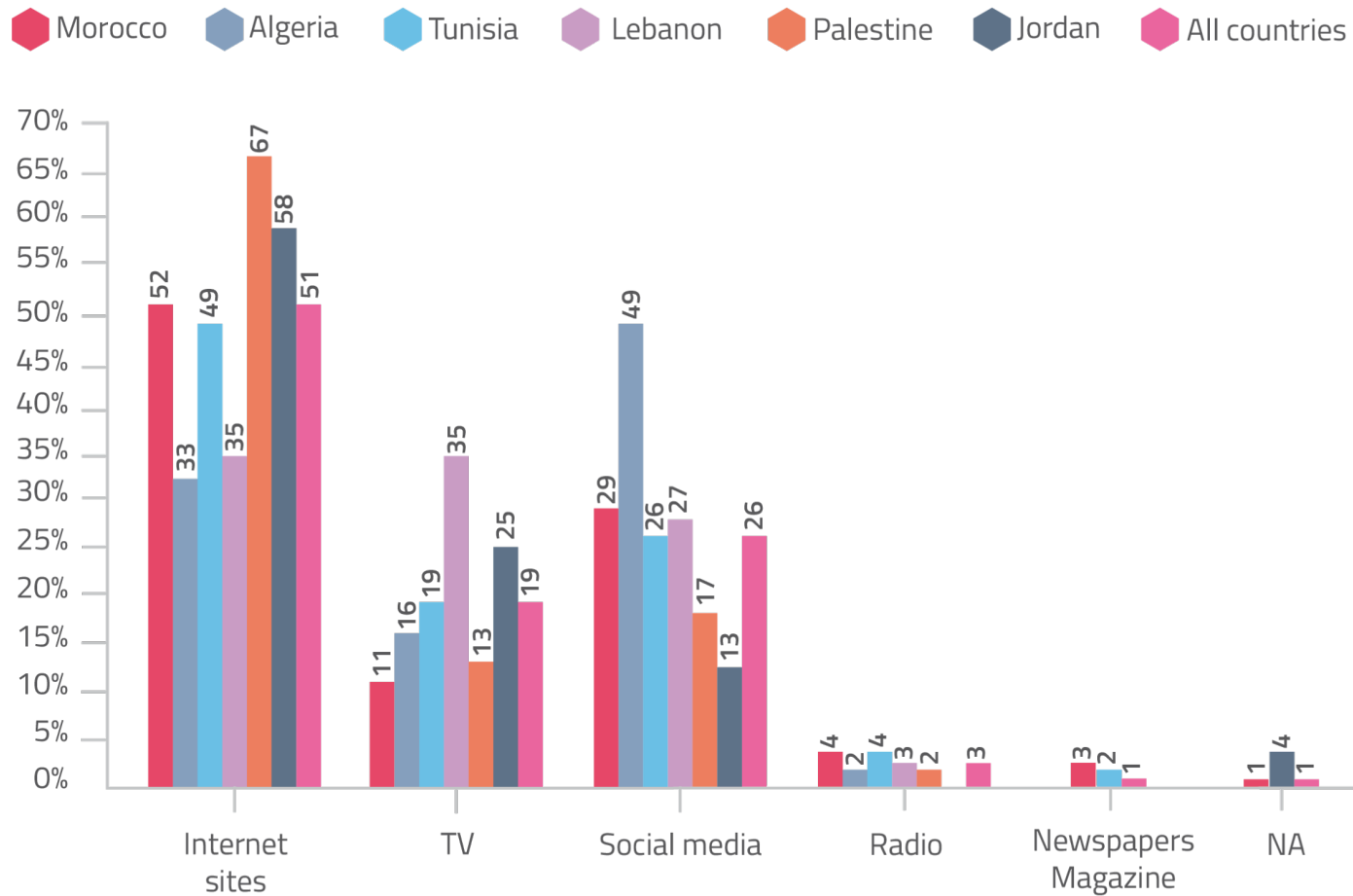
A review of recent relevant studies was conducted to provide context to the findings of the focus groups.

#### Participants were selected based on the following criteria:

- ✓ Gender: 50:50 male/female
- ✓ Residency area: urban, rural, refugee camps
- ✓ Occupation: employed, unemployed, student
- ✓ Representation of regions that capture the ethnic/religious/sectarian variation in a country (e.g., religion/sectarian in Lebanon; ethnic in Morocco, Algeria and to some extent Tunisia)
- ✓ Strong interest/involvement in civic/political affairs

# Media habits of participants

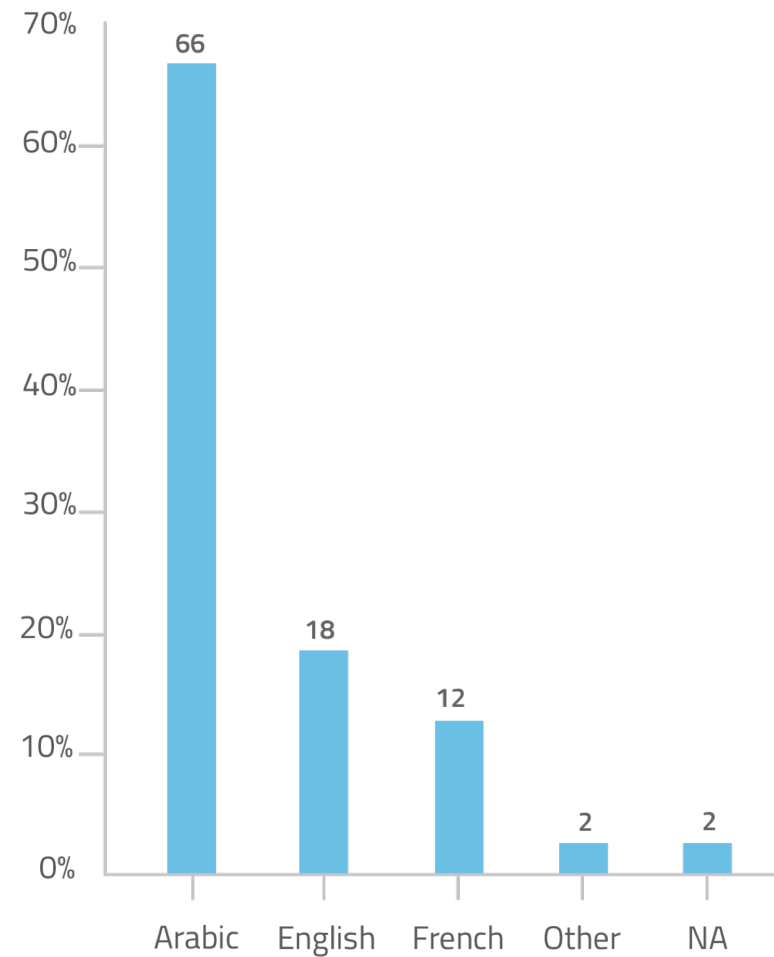
## Most followed media platform by country



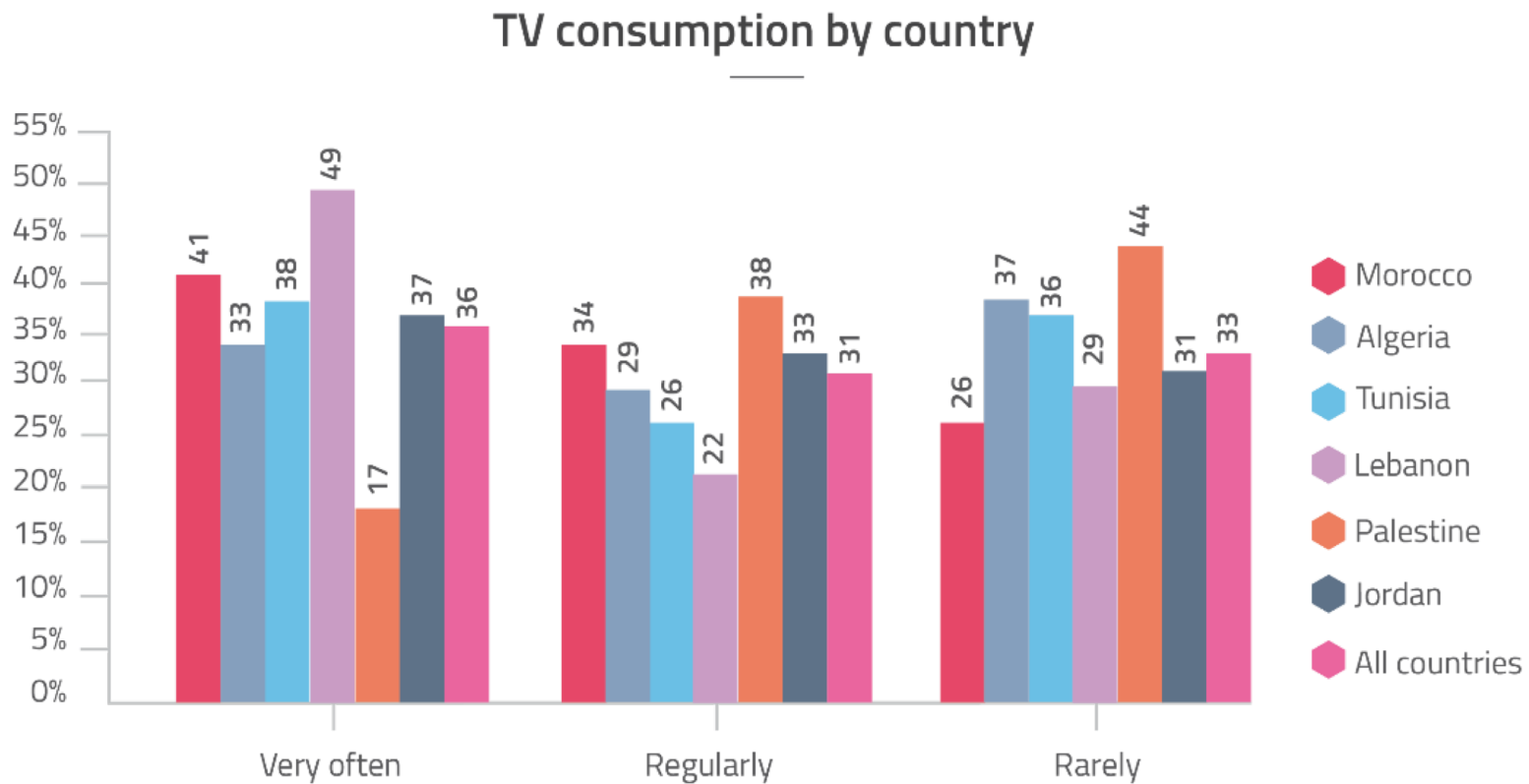
# Media habits of participants

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Preferred language of media content



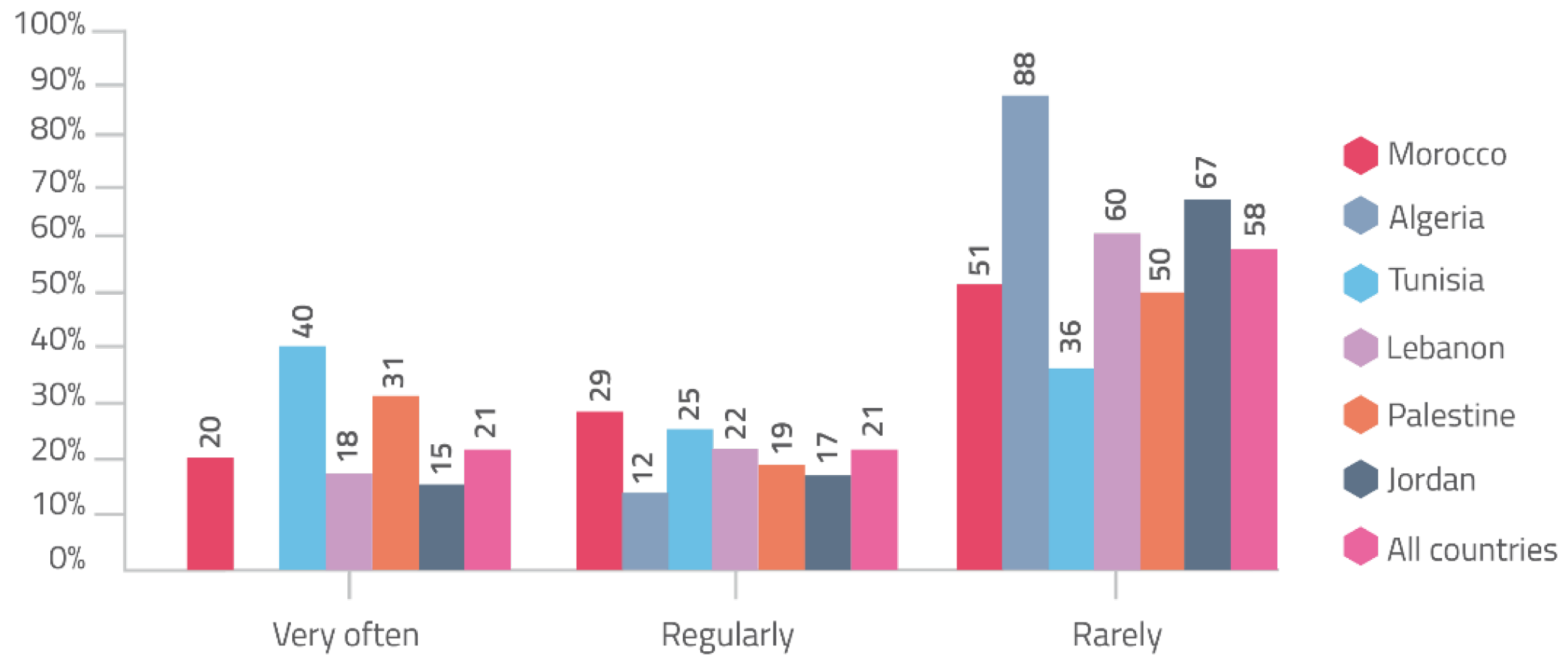
# Media habits of participants



# Media habits of participants

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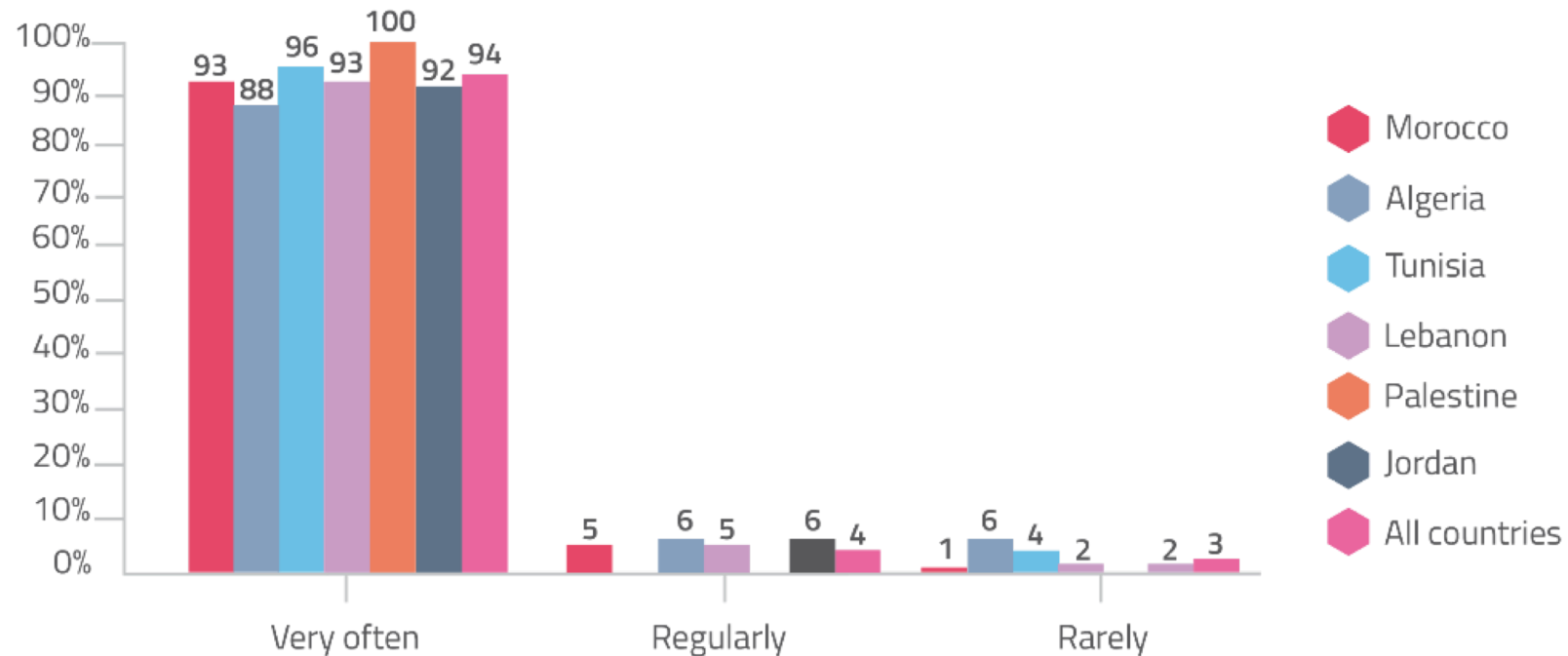
## Radio consumption by country



# Media habits of participants

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## Social Media Consumption by country





# Key findings – All countries

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The study revealed key findings in three main areas:

1

**General perceptions of youth towards broadcasters**

2

**Content and style of current broadcasters' programming vs. youth's needs and expectations**

3

**Youth's expectations and recommendations**

# Key findings – All countries

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1

## General perceptions of youth towards broadcasters

*Youth have low levels of trust in national broadcasters*

Majority of participants perceived broadcasters as being directly or indirectly affiliated and co-opted by the government or by influential parties/actors in their respective countries. This affiliation negatively impacted participants' perceptions of neutrality, objectivity and credibility of broadcasters.

*Youth criticize broadcasters' lack of freedom of expression*

Many participants shared the feeling that broadcasters' programs and content lack diversity in opinions and voices of different groups in society, especially youth, and contribute to the general lack of freedom of expression in their countries.

*Youth perceive broadcasters' role in their lives negatively*

Participants believed that broadcasters are disconnected from youth, and are not playing a catalytic role in empowering young people and foster positive change in their surrounding reality. This is mainly due to the near absence of youth and their voices on TV and radio.

# Key findings – All countries

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2

## Content and style of current broadcasters' programming vs. youth's needs and expectations

*Youth miss content that echoes their interests and priorities*

Participants believed broadcasters need to make efforts to improve the coverage of key issues in their countries, to tackle them proactively and with the goal to present solutions, provide access to decision makers and attempt to hold them accountable.

*Youth miss youth-friendly and technically high quality programs*

Participants believed that broadcasters' content lacked innovation and creativity, and suffered from weak technical capabilities. This includes the lack of original ideas, inadequate use of modern technology and poor capabilities of broadcasters' teams and equipment.

*Youth see the coverage of marginalized groups as inadequate*

Participants believed that broadcasters mainly produce and present content that relates to people living in large cities and the privileged, ignoring marginalized groups such as people in remote areas, people with disabilities, refugees, ethnic and religious minorities, women, and children

# Key findings – All countries

3

## Youth's expectations and recommendations

### Elements of an ideal program

*Programs opening space for youth*

- ✓ Created, prepared, implemented and presented by young people
- ✓ Interactive and engages youth by giving them opportunities to participate and give their views
- ✓ Hosts young guests
- ✓ Supports social media activists and supports them

*Programs with a purpose, bringing youth (and society) forward*

- ✓ Has a purpose and encourages good values and behaviors
- ✓ Builds youth capacities and guides them
- ✓ Examples include more content that encourages critical and creative thinking, and discourages backward thinking

*Programs that are trustworthy and relevant*

- ✓ Objective, neutral and credible
- ✓ Hosts relevant experts as guests
- ✓ Speaks in Arabic (as opposed to English or French)
- ✓ An Arab-world focused program, where Arab youth share many concerns and interests

# Key findings – All countries

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3

## Youth's expectations and recommendations

### Elements of an ideal program

*Programs covering new or underrepresented content*

- ✓ Focuses on issues of concern to youth
- ✓ Focuses on locally relevant ideas (as opposed to imported program ideas from Western countries), covers local youth initiatives and groups and local successes
- ✓ Includes underrepresented content such as: cultural, educational, scientific, intellectual, gender, content on what is considered taboo topics (i.e., sexual education, religion, extremism and politics), and content on marginalized groups

*Programs with high technical quality and innovation*

- ✓ Innovative (e.g. a mobile studio on the streets)
- ✓ Short duration, similar to social media short video clips
- ✓ high production quality and use of modern technology
- ✓ Uses creative arts to deliver content
- ✓ High team capabilities, including production teams and presenters. Presenters should be young, have an engaging style and positive energy (e.g. a role model, a social media influencer for cultural programs, etc.)

# Key findings – All countries

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3

## Youth's expectations and recommendations

### Recommendations to build connection

*What  
broadcasters  
can do*

- ✓ Challenge the constraints on freedom of expression
- ✓ Reach out to youth and follow their stories and interests
- ✓ Make efforts to deliver the voices of youth to decision makers
- ✓ Increase youth representation within broadcasters' creative teams
- ✓ Designate a day for youth on media
- ✓ Build and develop the capacities of journalists
- ✓ Lobby for a law that guarantees a minimum quota of young people's participation

*What youth can  
do*

- ✓ Coalesce with each other to deliver unified messages and find effective ways to be better represented. E.g., youth can establish a youth council to do this
- ✓ Should not wait for broadcasters to approach them, but use social media and other platforms to express their concerns and interests and demand their rights
- ✓ Produce their own content and publish it through all different media platforms, including broadcasters

# Key findings – Morocco

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## Overview of focus group participants in Morocco

City/ Location	Casablanca	Rabat	Tiflet	Azilal
	31%	24%	19%	27%
Gender	Female		Male	
	43%		57%	
Ethnicity/ language	Arabic		Amazighi	
	73%		27%	
Age group	15-17		18-30	
	24%		76%	

# Key findings – Morocco

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## How young Moroccans perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Reliability, credibility and neutrality of content
- ✓ Purpose-less content, especially in entertainment genre
- ✓ Content that underestimates people and especially youth
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Unemployment
  - Youth emigration
  - Moroccan local social issues
- ✓ Inadequate focus on marginalized groups, especially youth and people living in remote areas
- ✓ Focus on youth's success stories in the entertainment field and ignoring other fields such as science, creative arts, etc.
- ✓ Weak technical capabilities
- ✓ Lack of innovation and creativity



# Key findings – Morocco

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## What young Moroccans prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Interactive programs
- ✓ Educational and awareness-raising programs (e.g., programs on health, drug use)
- ✓ Cultural programs (focusing on Moroccan culture and heritage)

### An ideal program would:

- ✓ Have a Moroccan identity
- ✓ Encourage diversity and inclusivity
- ✓ Focus on youth's abilities, creativity and success
- ✓ Guide youth to better futures
- ✓ Encourage innovation and use modern technology
- ✓ Use simple language
- ✓ Be created and implemented by youth and contribute to unify youth
- ✓ Allow for freedom of expression
- ✓ Provides real solutions to problems

# Key findings – Morocco

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## Most followed TV channels and Radio stations

- ✓ Medi 1 TV – A focus on cultural, social and diverse matters, relatively objective, high production quality and strong online presence
- ✓ Tele Morocco – Youth-relevant content, allows freedom of expression and is relatively objective
- ✓ 2M TV – Strong youth presence, relevant youth issues, inclusive
- ✓ El-Riyadiyya Sports – Good sports coverage

## Positive examples of TV and/or radio programs

- ✓ Wash Hna Hums Hna? ( واش حنا هما حنا؟ )
- ✓ 45 Minutes (٤٥ دقيقة)
- ✓ Génération News
- ✓ Kollona Abtal (كلنا أبطال)
- ✓ Deif El-Oula (ضيف الأولى)
- ✓ Mubashara Ma'akom (مباشرة معكم)
- ✓ Amodo (امودو)
- ✓ Sada Al-Ibda'a (صدى الابداع)

# Key findings – Algeria

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## Overview of focus group participants in Algeria

City/ Location	Algiers (city)	Algiers (surrounding areas)	Aghwat-Southern area	Ain Defla
	27%	24%	24%	24%
Gender	Female		Male	
	53%		47%	
Age group	15-17		18-30	
	24%		76%	

# Key findings – Algeria

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## How young Algerians perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Political affiliation of broadcasters that impacts credibility of content
- ✓ Purpose-less content, especially in entertainment genre
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Unemployment
  - Youth's emigration
  - Basic human rights (e.g., freedom of expression, economic equality)
  - Mandatory military service
  - Quality of education
- ✓ Content is focused on the capital city and other large urbanized areas and is not inclusive of all societal groups, especially marginalized groups
- ✓ Focus on youth's success stories in the entertainment field and ignoring other fields such as intellectual fields or success on social media

# Key findings – Algeria

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## What young Algerians prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Interactive programs
- ✓ Constructive talk/debate shows, offering expert opinions without turning into chaos
- ✓ Educational and awareness-raising programs
- ✓ Cultural programs (focusing on local culture and traditions)
- ✓ Programs with strong and engaging presenters

### An ideal program would:

- ✓ Be objective and neutral
- ✓ Provide solutions to real issues or at least provide access to decision-makers
- ✓ Have strong presenters/journalists who have an engaging/attractive style
- ✓ Be in Arabic and local dialects, but not French
- ✓ Be entertaining, but with a purpose

# Key findings – Algeria

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## Most followed TV channels and Radio stations

- ✓ El-Shurouq TV – Credible, covers issues of interest to people and youth. Also focuses on humanitarian issues, volunteerism, etc.
- ✓ El-Nahar TV – Broadcasts some programs that include and support youth (e.g., entrepreneurship, creativity)
- ✓ El-Djazairia TV – Broadcasts some youth friendly programs with focus on young women
- ✓ El-Haddaf – Sports coverage

## Positive examples of TV and/or radio programs

- ✓ Wa Ifa'alu Al-Khair (وافاعلوا الخير)
- ✓ Hashtag
- ✓ For Shabab
- ✓ Khat Ahmar (خط أحمر)

# Key findings – Tunisia

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## Overview of focus group participants in Tunisia

City/ Location	Tunis (city)	Greater Tunis	Kairouan	Sfax
	23%	23%	32%	23%
Gender	Female		Male	
	49%		51%	
Age group	15-17		18-30	
	23%		77%	

# Key findings – Tunisia

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## How young Tunisians perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Content that underestimates youth's capabilities and limits them to entertainment
- ✓ Old repetitive content
- ✓ Content that contradicts local values and ethics
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Unemployment
  - Health (e.g., mental health, general health)
  - Political situation
  - Quality of education
  - Religion and culture
  - New technology
- ✓ Content is focused on capital city and other large urbanized areas
- ✓ Weak quality of production
- ✓ Lack of innovation and creativity



# Key findings – Tunisia

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## What young Tunisians prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Interactive programs
- ✓ Educational and awareness-raising programs
- ✓ Creative and innovative documentaries

### An ideal program would:

- ✓ Be objective and neutral
- ✓ Provide solutions
- ✓ Respect youth's capabilities and involve them
- ✓ Avoid comedy programs with no substance
- ✓ Be created and implemented by youth
- ✓ Be inclusive and respect everyone
- ✓ Provoke critical thinking
- ✓ Be entertaining, but focus on creative arts, festivals, talent development; funny but clever
- ✓ Be motivating and with positive energy

# Key findings – Tunisia

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## Most followed TV channels and Radio stations

- ✓ Nesma
- ✓ Al-Tase'a
- ✓ Zaytouna
- ✓ Al-Hiwar Al-Tunisi – Followed for entertainment
- ✓ Al-Wataniyya 1 and 2
- ✓ National Geographic – Documentaries

## Positive examples of TV and/or radio programs

- ✓ Shabab talk
- ✓ Al-Abaqera (in Egypt)
- ✓ Yawmeyyat Mowaten (يوميات مواطن)

# Key findings – Lebanon

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## Overview of focus group participants in Lebanon

City/ Location	Greater Beirut - Achrafiyyeh	Tripoli	Tyre	West Beirut
	16%	22%	37%	24%
Gender	Female		Male	
	57%		43%	
Age group	15-17		18-30	
	37%		63%	

# Key findings – Lebanon

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## How young Lebanese perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Content is influenced by channels' interests and affiliation
- ✓ Content is not diverse, same topics and issues continue to receive coverage at the expense of other interests and issues
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Unemployment
  - Education
  - Health issues
  - Refugees
  - Youth emigration
  - Social security
  - Water, electricity and environmental issues
  - Corruption
- ✓ Weak quality of production
- ✓ Lack of innovation and creativity

# Key findings – Lebanon

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## What young Lebanese prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Interactive programs
- ✓ Entertainment programs with a purpose
- ✓ Diverse programs that fight stereotypes

### An ideal program would:

- ✓ Try to bring different youth groups together (e.g. a program on youth's initiatives across different locations, nationalities, ethnicities, etc.)
- ✓ Try to build capacities of youth (e.g. focus on empowering young females and their confidence)
- ✓ Support successful youth, especially those who succeeded on social media
- ✓ Focus on marginalized groups (e.g. active youth groups in villages, older people)
- ✓ Portray independence and neutrality (unbiased)
- ✓ Be respectful to people and their values

# Key findings – Lebanon

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## Most followed TV channels and Radio stations

- ✓ Al-Jadeed TV – Good news coverage
- ✓ MTV – Entertainment, good youth presence
- ✓ TeleLiban
- ✓ Al-Mustaqbal
- ✓ MBC Group – Diverse content, entertainment
- ✓ OSN – Entertainment
- ✓ National Geographic – Documentaries

## Positive examples of TV and/or radio programs

- ✓ Linnashr (للنشر)
- ✓ Ahmar Bil-Khat Al-'Areed (أحمر بالخط العريض)
- ✓ Sar El-wa't (صار الوقت)
- ✓ Star Academy
- ✓ Al-Musameh Al-Kareem (المسامح الكريم)

# Key findings – Palestine

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## Overview of focus group participants in Palestine

City/ Location	Gaza city	Rafah Refugee camp	Hebron	Ramallah
	29%	29%	24%	18%
Gender	Female		Male	
	51%		49%	
Age group	15-17		18-30	
	18%		82%	

# Key findings – Palestine

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## How young Palestinians perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Biased content due to political affiliation
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Economic issues (e.g., unemployment, social security)
  - The right to freedom of expression
  - The political situation
  - Youth's participation
  - Social issues such as divorce, cost of marriage, gender issues (e.g., GBV)
  - Corruption and accountability of authorities
  - Youth's emigration (especially in Gaza)
- ✓ Content is not inclusive of all social groups (e.g., refugees and political prisoners)
- ✓ Content does not add value or new insights, and does not lead to finding solutions to problems
- ✓ Poor technical capabilities and lack of innovation



# Key findings – Palestine

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## What young Palestinians prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Educational and awareness-raising programs
- ✓ Documentaries
- ✓ Talk shows and constructive debate programs
- ✓ Interactive programs

### An ideal program would:

- ✓ Be diverse and inclusive
- ✓ Be creative and innovative in terms of its content and format
- ✓ Be created and implemented by young teams
- ✓ Be objective and neutral
- ✓ Be motivating
- ✓ Encourage open minded thinking and creativity
- ✓ Offer a chance to reach decision-makers
- ✓ Be entertaining, regardless of the topic
- ✓ Have a good quality of production

# Key findings – Palestine

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## Most followed TV channels and Radio stations

- ✓ Maan – Mainly for political content and analysis of Israeli journalism
- ✓ Al-Kufiyya – Reflects daily Palestinian reality, sheds light on youth issues and successes
- ✓ Al-Kitab (Belonged to the Islamic University in Gaza, but was closed early 2018 due to financial issues) – Focused on youth issues, staff were young
- ✓ Palestine News Network (PNN) – Credible, focuses on local and international news
- ✓ Palestine today – Credible, youth focus
- ✓ Al-Aqsa – Portrays Palestinians as resilient people (good image)
- ✓ National Geographic – Documentaries

## Positive examples of TV and/or radio programs

- ✓ Al-Hasaad – Translation of Hebrew Newspapers with Nasser Lahham
- ✓ Khawater (خواتر)
- ✓ Wast El-Balad
- ✓ Tawwel Balak (طول بالك)
- ✓ Fawqa Al-Sulta (فوق السلطة)
- ✓ Al-Saleet Al-Ikhbaari (السليط الإخباري)

# Key findings – Jordan

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## Overview of focus group participants in Jordan

City/ Location	West Amman	East Amman	Irbid	Al-Karak
	25%	25%	28%	23%
Gender	Female		Male	
	57%		43%	
Age group	15-17		18-30	
	25%		75%	

# Key findings – Jordan

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## How young Jordanians perceive TV, radio and their content

Participants had serious concerns regarding:

- ✓ Biased content due to political affiliation
- ✓ Inadequate coverage of youth's priority issues and concerns. Most important topics/priorities:
  - Economic issues (e.g., unemployment, cost of getting married)
  - Political issues (e.g., political participation and political awareness in general, key political events)
  - General awareness raising on topics such as health, drug use, human rights
- ✓ Content is not inclusive of all social groups (e.g., people with disabilities, refugees) and focuses on Amman and ignores other areas
- ✓ Content does not add value or new insights, and does not lead to finding solutions to problems
- ✓ Youth are portrayed negatively by many broadcasters
- ✓ Poor technical capabilities and lack of innovation

# Key findings – Jordan

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## What young Jordanians prefer to see in programs' format and content – Their view of an ideal program

### Preferred program types/formats:

- ✓ Educational and awareness-raising programs
- ✓ Documentaries
- ✓ Talk shows and constructive debate programs
- ✓ Interactive programs
- ✓ Competition programs

### An ideal program would:

- ✓ Inspire youth to make positive changes in their lives. (similar to Khawater program)
- ✓ Provide guidance to youth on important matters, such as guiding them in pursuing higher education
- ✓ Challenge and fight extremism and backward thinking (e.g., on gender and traditions)
- ✓ Be created, prepared, implemented and presented by young people
- ✓ Have strong technical and people abilities

# Key findings – Jordan

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## Most followed TV channels and Radio stations

- ✓ Ro'ya TV – Youth focus, young staff, purposeful, relatively objective, good coverage of local news and events, strong online presence
- ✓ Al-Jazeera – Credible, diverse content (debate shows, documentaries, etc.), strong journalism, strong online presence
- ✓ National Geographic – Documentaries
- ✓ MBC group – Diverse content, entertainment
- ✓ Jordan TV – News coverage

## Positive examples of TV and/or radio programs

- ✓ Khawater (خواتر)
- ✓ Caravan
- ✓ Shabab talk
- ✓ Al-Wakeel
- ✓ Sabah Al-Kheir ya Arab (صباح الخير يا عرب)
- ✓ Al-Ittijah Al-Mu'akis (الاتجاه المعاكس)
- ✓ Star Academy