COUNTRY PROFILE

Rwanda 13 Million

Approx. TV viewers : 2.2M

Approx. Pay TV viewers : 220K

Dominant languages: Kinyarwanda, English & French

Major cities, towns, provinces	Population (approx.)	Males (%)	Females (%)
Kigali City	745 000	52%	48%
Butare, Southern Province	90 000	48%	52%
Gitarama, Southern Province	88 000	48%	52%
Musanze, Northern Province	87 000	47%	53%
Gisenyi, Western Province	84 000	47%	53%

Urban population : 18%

Rural Population : 82%

Media Landscape

TV Stations	Rwanda TV, TV1, TV10, Flash TV, Kwese Free Sports, Contact TV, Canal+, Startimes, Azam
Radio Stations	Radio Rwanda, Kiss FM, KT Radio, Radio 10, Radio Salus, Flash, Radio Rusizi, Radio Maria, Isango Star, Radio 1
Newspapers	The New Times, Izuba Rirashe, News of Rwanda, The Rwandan, Rwanda Eye, Business Daily
Magazines	Rwanda Magazine, Hope Magazine

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