COUNTRY PROFILE

Ethiopia: 119 million

Approx. TV viewers : 72 million

Approx. Pay TV viewers : 22 million

Dominant languages : Amharic, Oromo, Somali, Afar and Tigrinya

Major cities, towns, provinces	Population (approx.)	Males (%)	Females (%)
Addis Ababa	2.8 M	48	52
Dire Dawa	253K	50	50
Mek'ele	216K	49	51
Nazret	214K	50	50
Bahir Dar	169K	50	50

Urban population : 22%

Rural Population : 78%

Media Landscape

TV Stations	OBN, Addis TV HD, Debub TV, Kana TV, Walta TV, Fana TV
Radio Stations	Bisrat FM, Afro FM, Sheger FM, Ethio FM, Awash FM
Newspapers	Capital, Addis Fourtune, Ethiopian Herald, The Reporter, Addis Zemen, Daily Monitor, Serto Ader, Feteh, Courrier d'Ethiopie
Magazines	Addis Standard, Ethiopian Review, Meskerem, Tadias Magazine

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