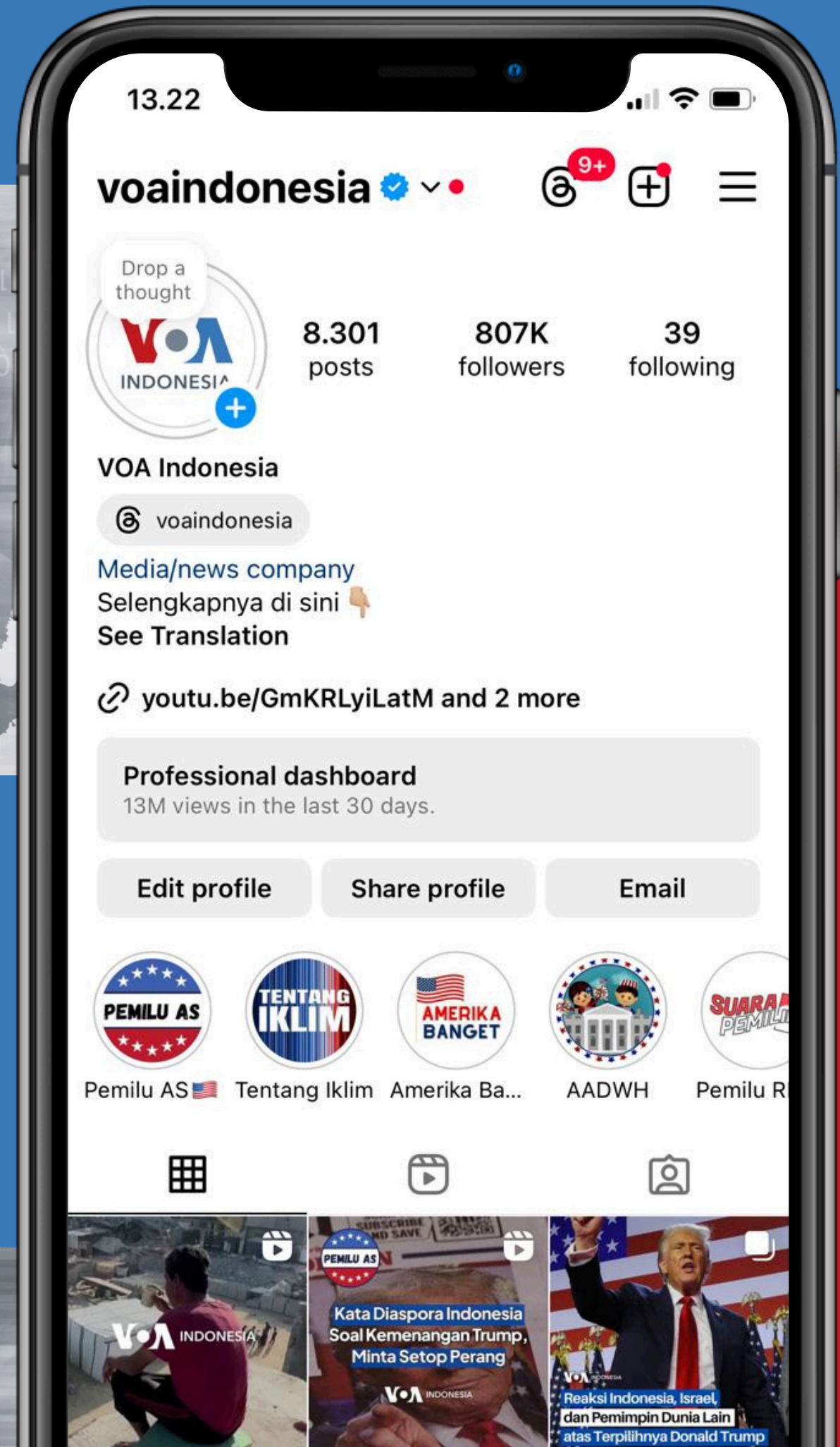




VOA Indonesia in Digital Era



The History of VOA & VOA Indonesia



1942: VOA
established -
shortwave radio



1942: VOA
Indonesia
started



1998: VOA
media affiliates
initiated



2000: TV
Programmes
inaugurated



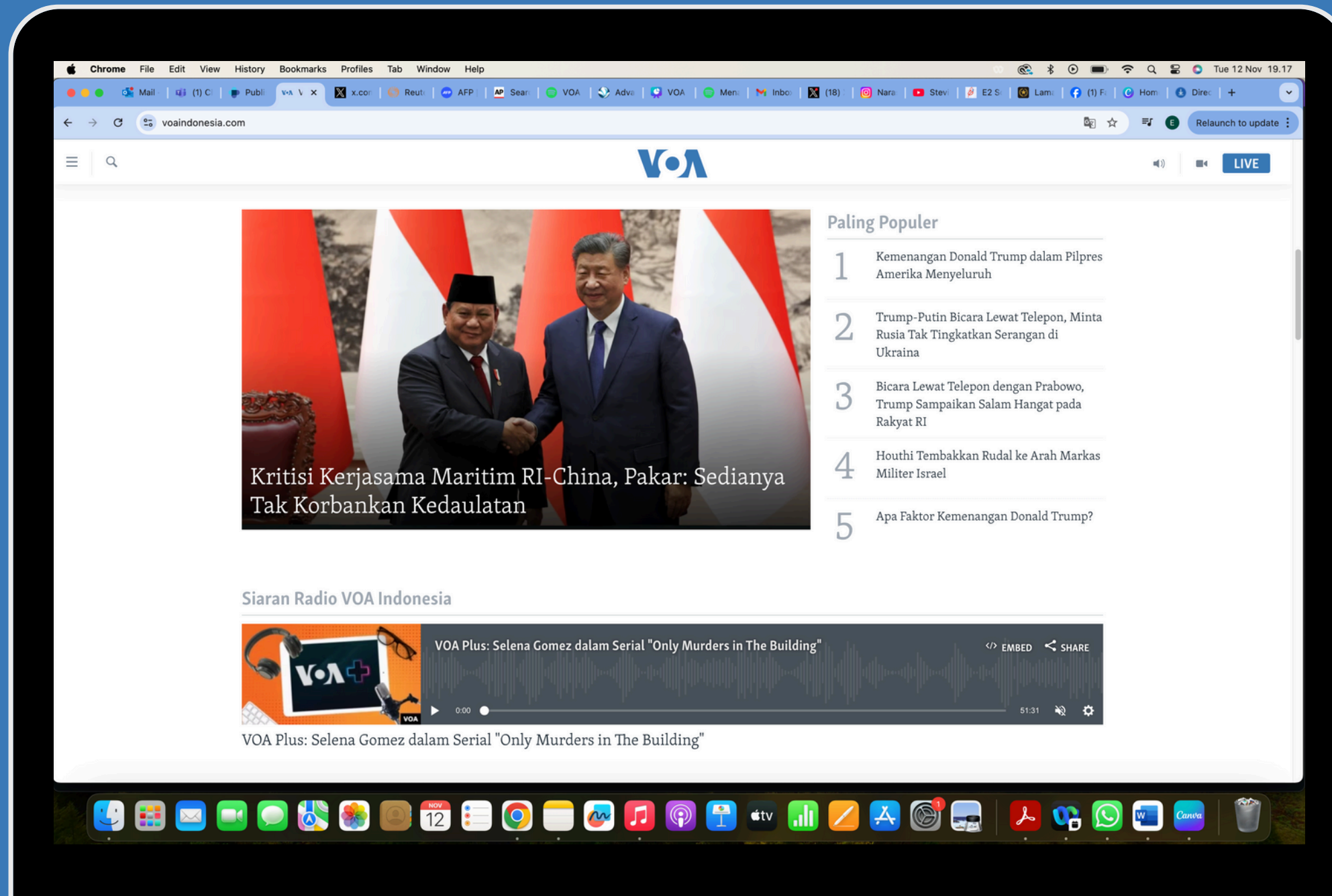
NOW: digital
content, social
media

**VOA reaches 16.2% of the adult population in Indonesia,
or around 26 million people.**

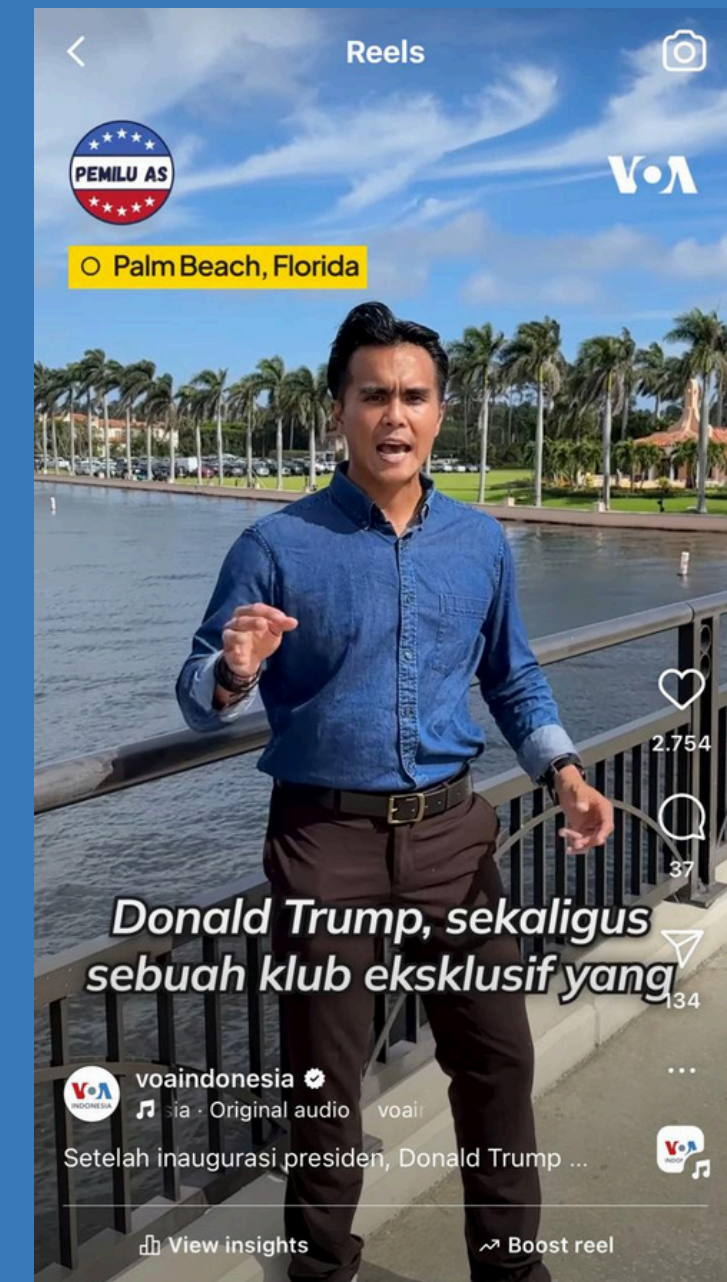
(According to the latest annual listener/viewer survey)

Our Products

- Social media
- Website
- Podcasts
- TV packages
- Radio packages



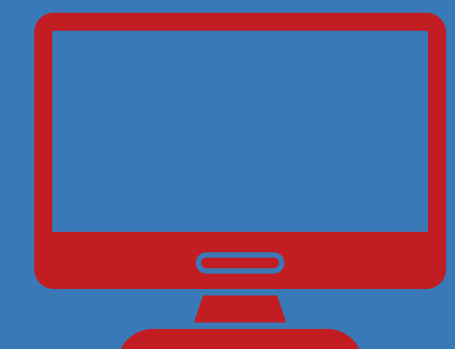
MULTIMEDIA JOURNALISTS



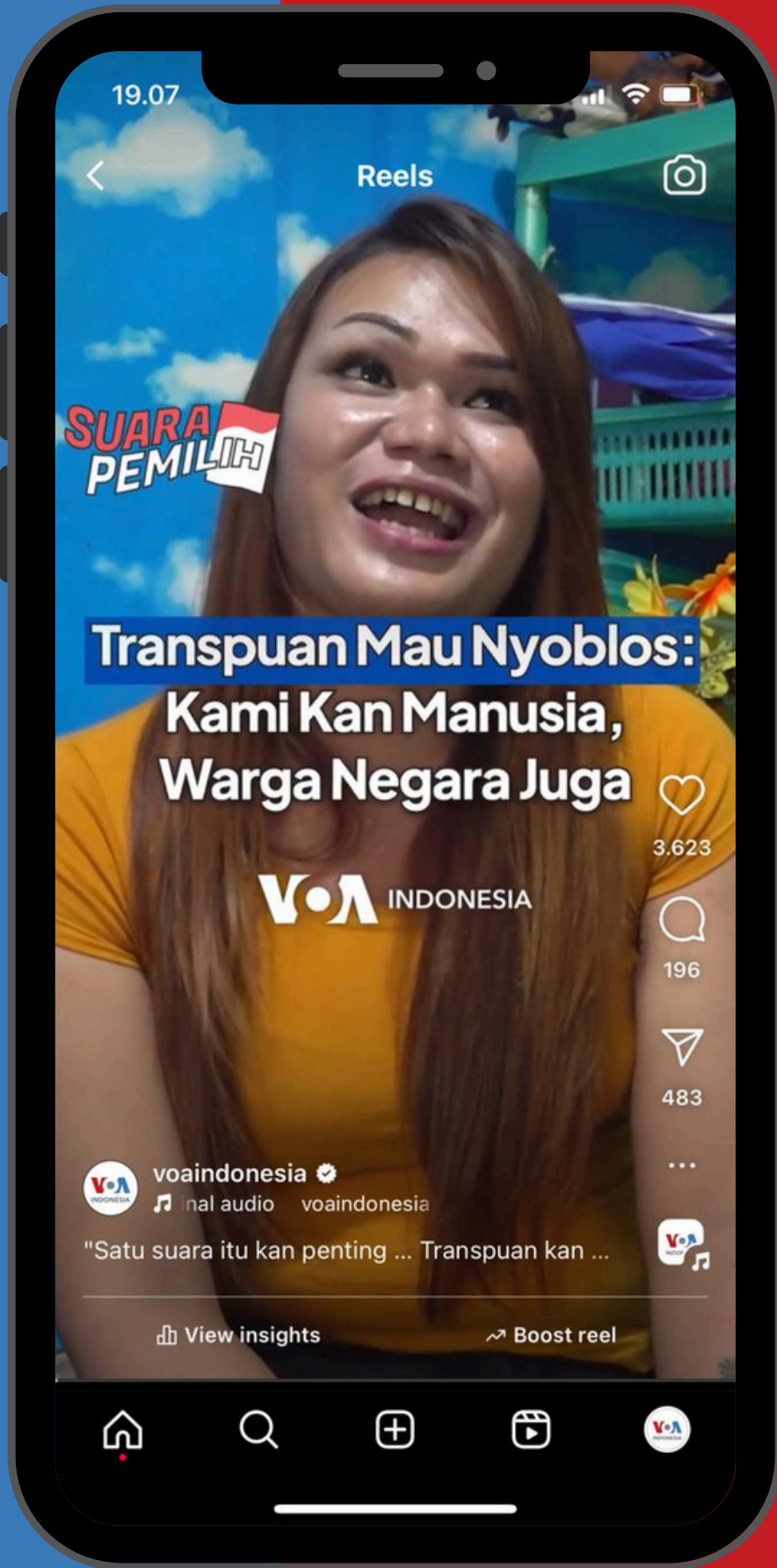
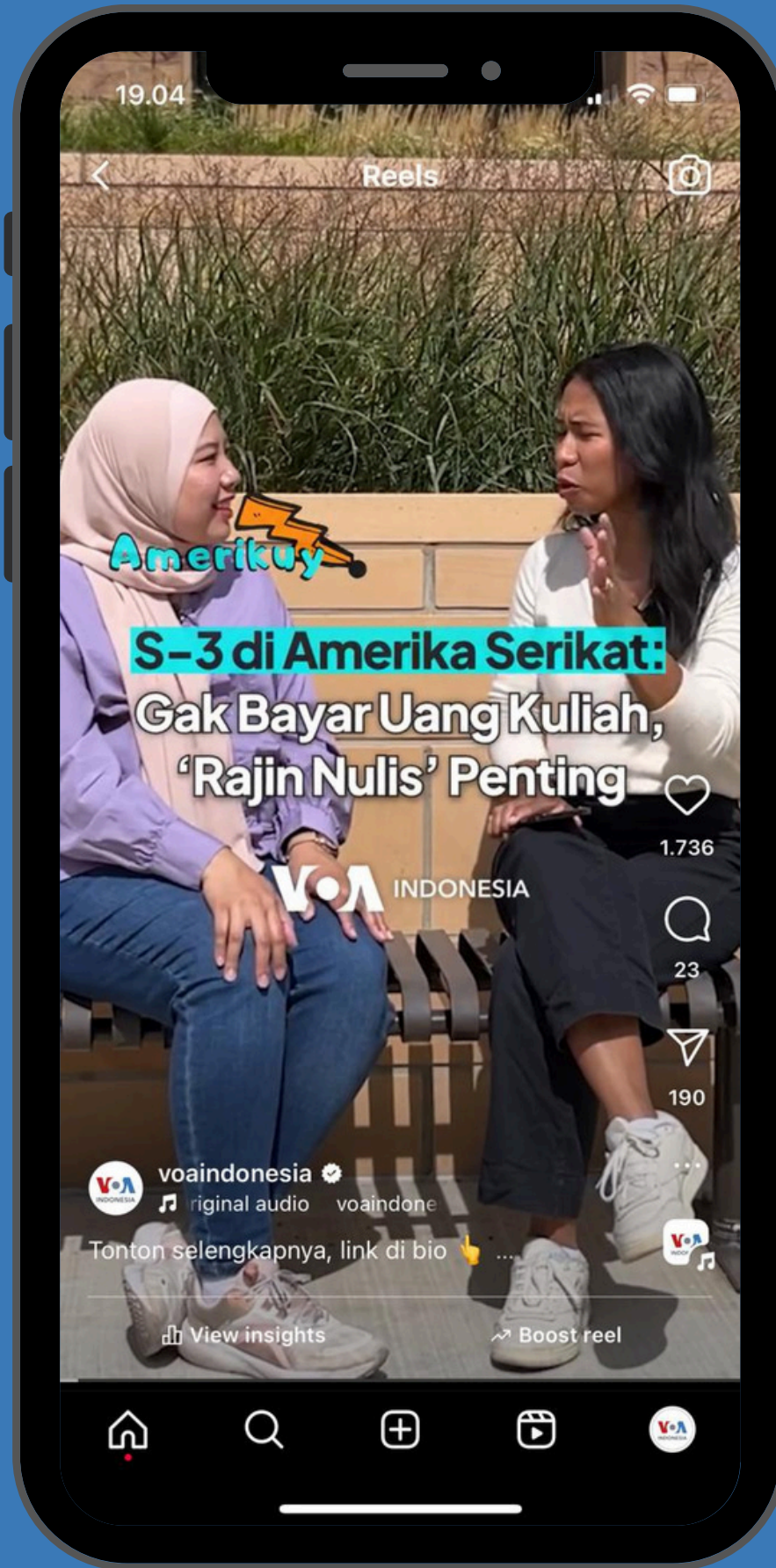
Digital



Radio



TV



Know Your Audience

- Who are they?
- How do they communicate?

VOA Indonesia audience

- Indonesian, 15-54 years old
- Digital: Millennials and Gen Z



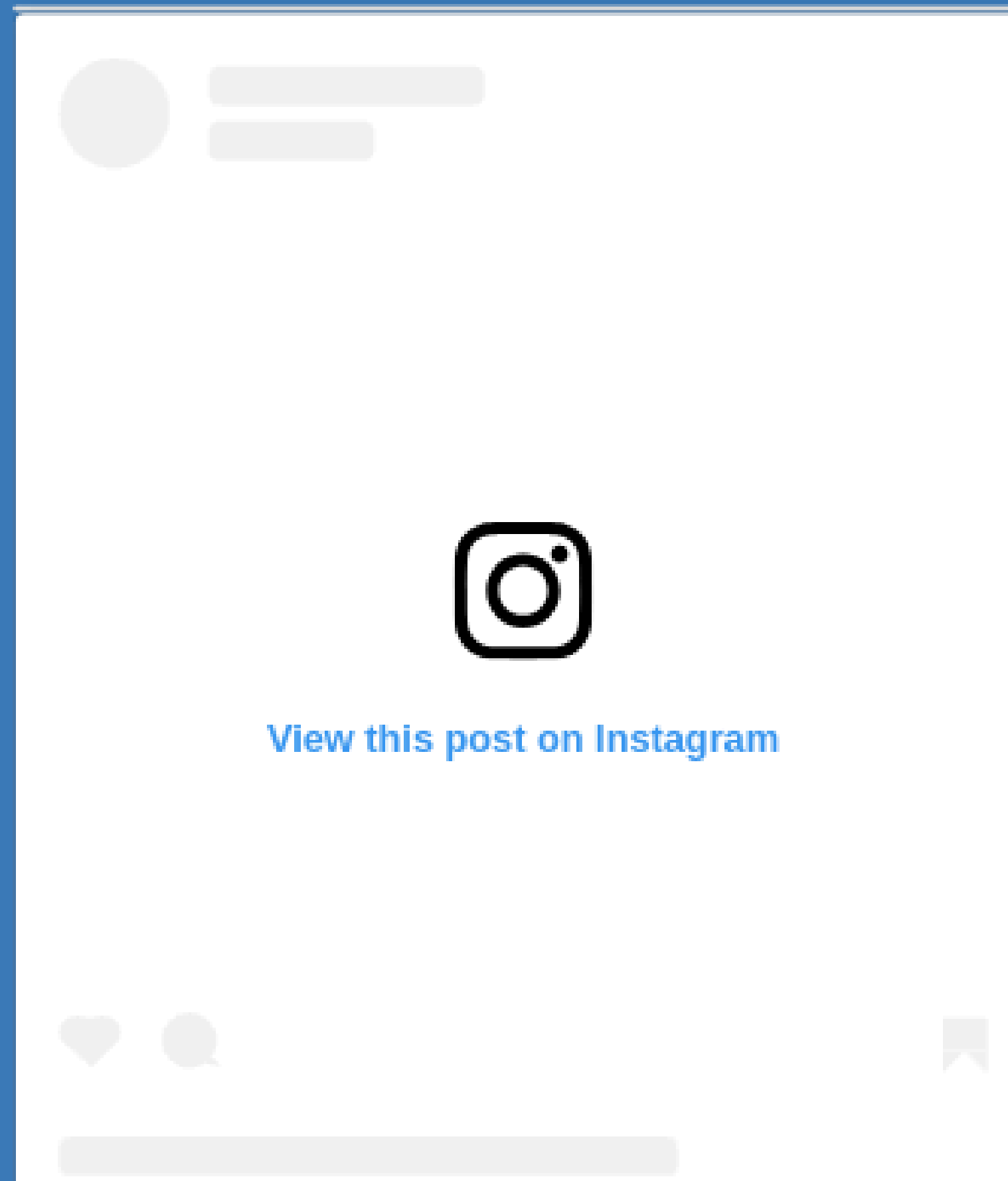
Be relatable

Learn what kind of topic they like

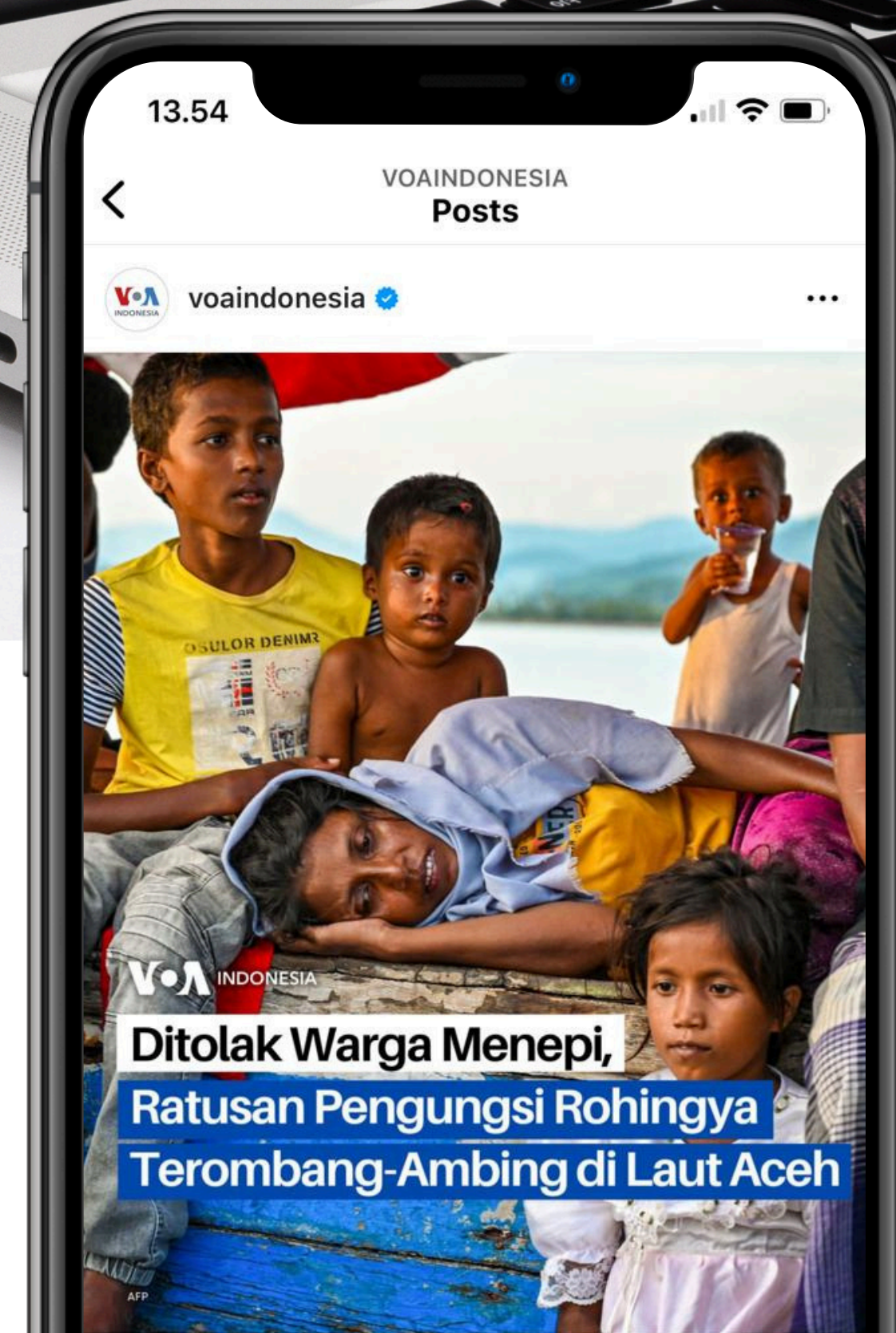
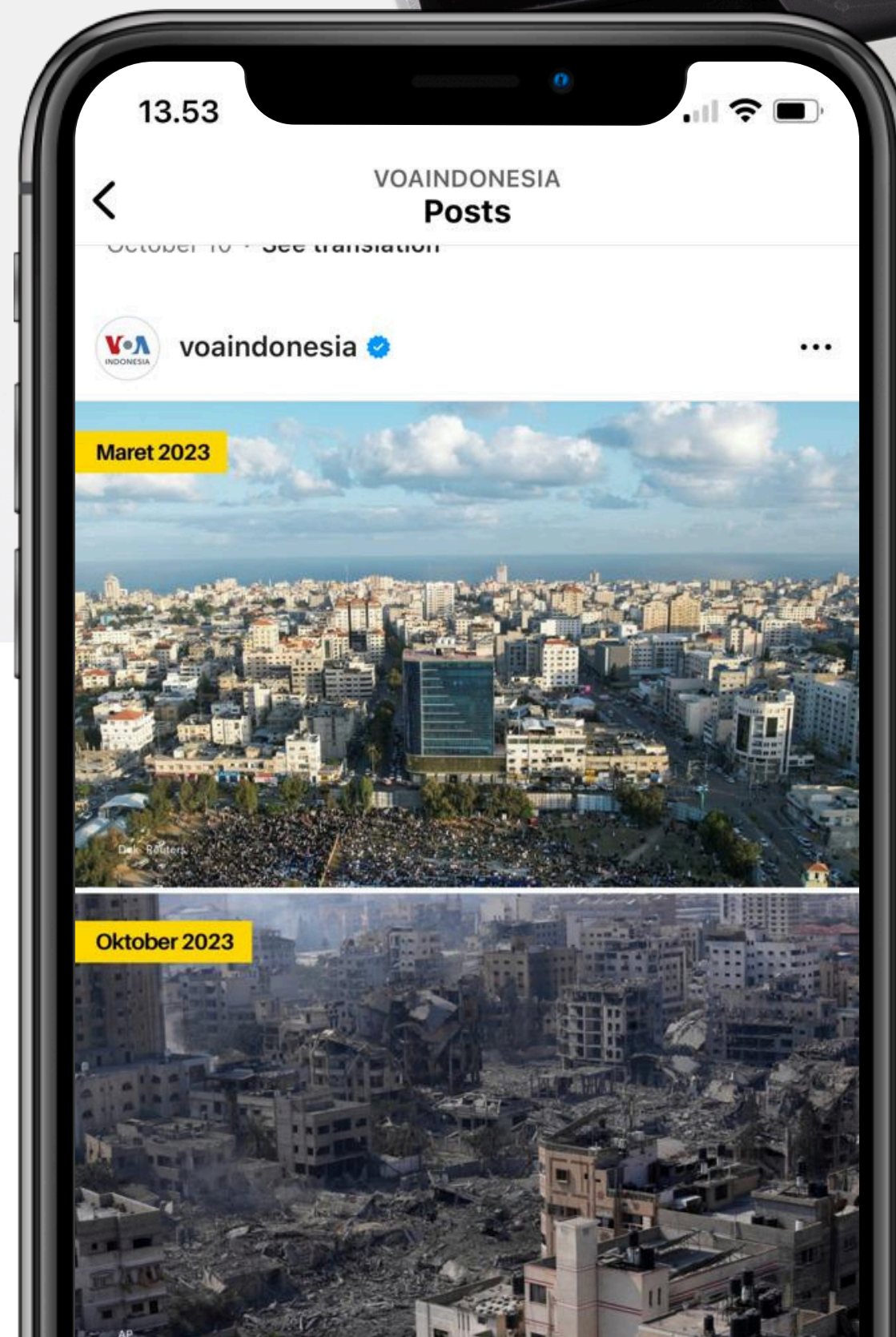
Show young personality

Good visuals matter

Entice your audience with stunning visuals.



Infographics & Photo series



Behind The Scenes

Podcast BTS Gedung Putih

With Rivan Dwiastono and Patsy Widakuswara,
VOA White House Bureau Chief





News updates with contexts

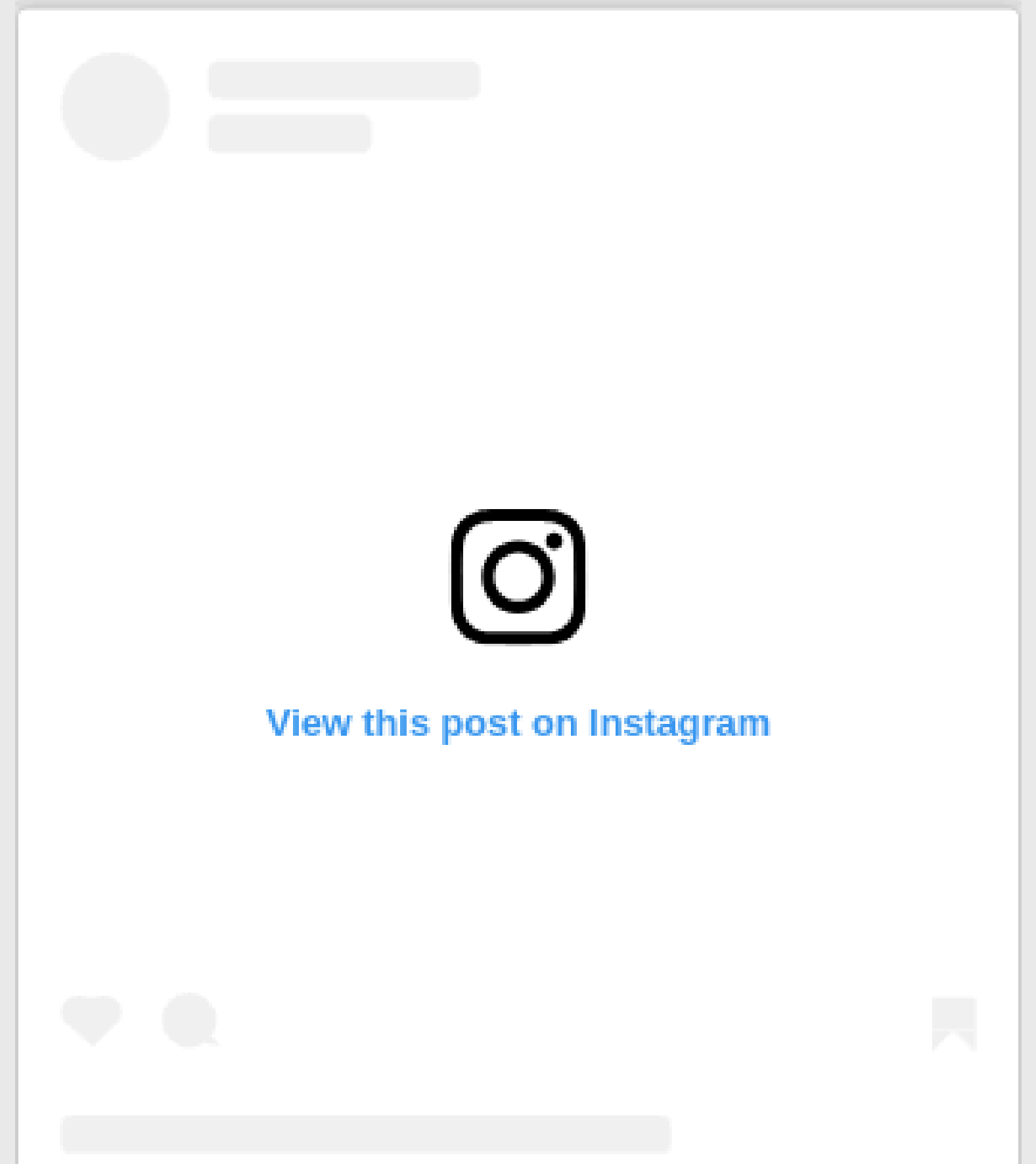
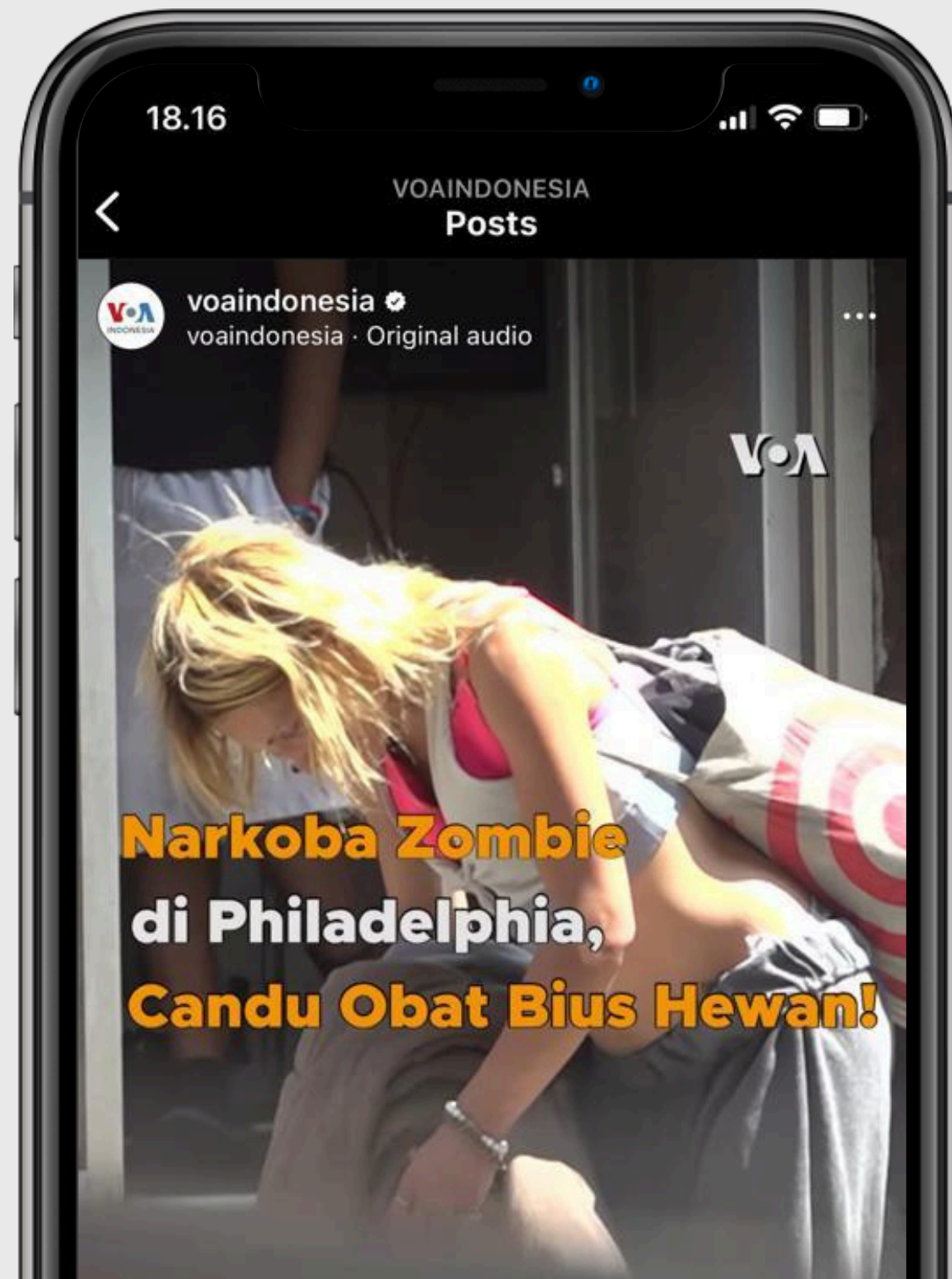


Creating discussion

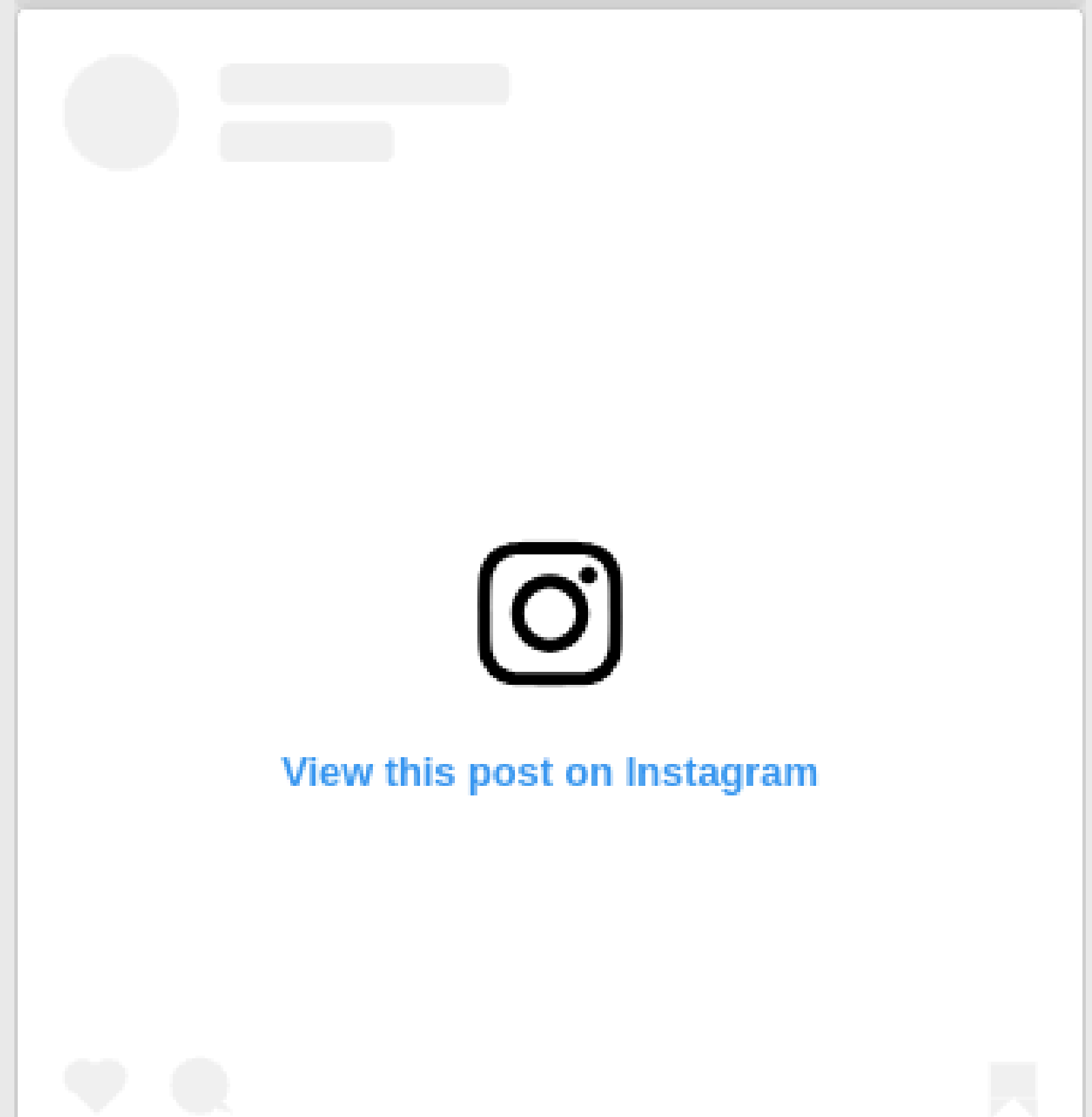
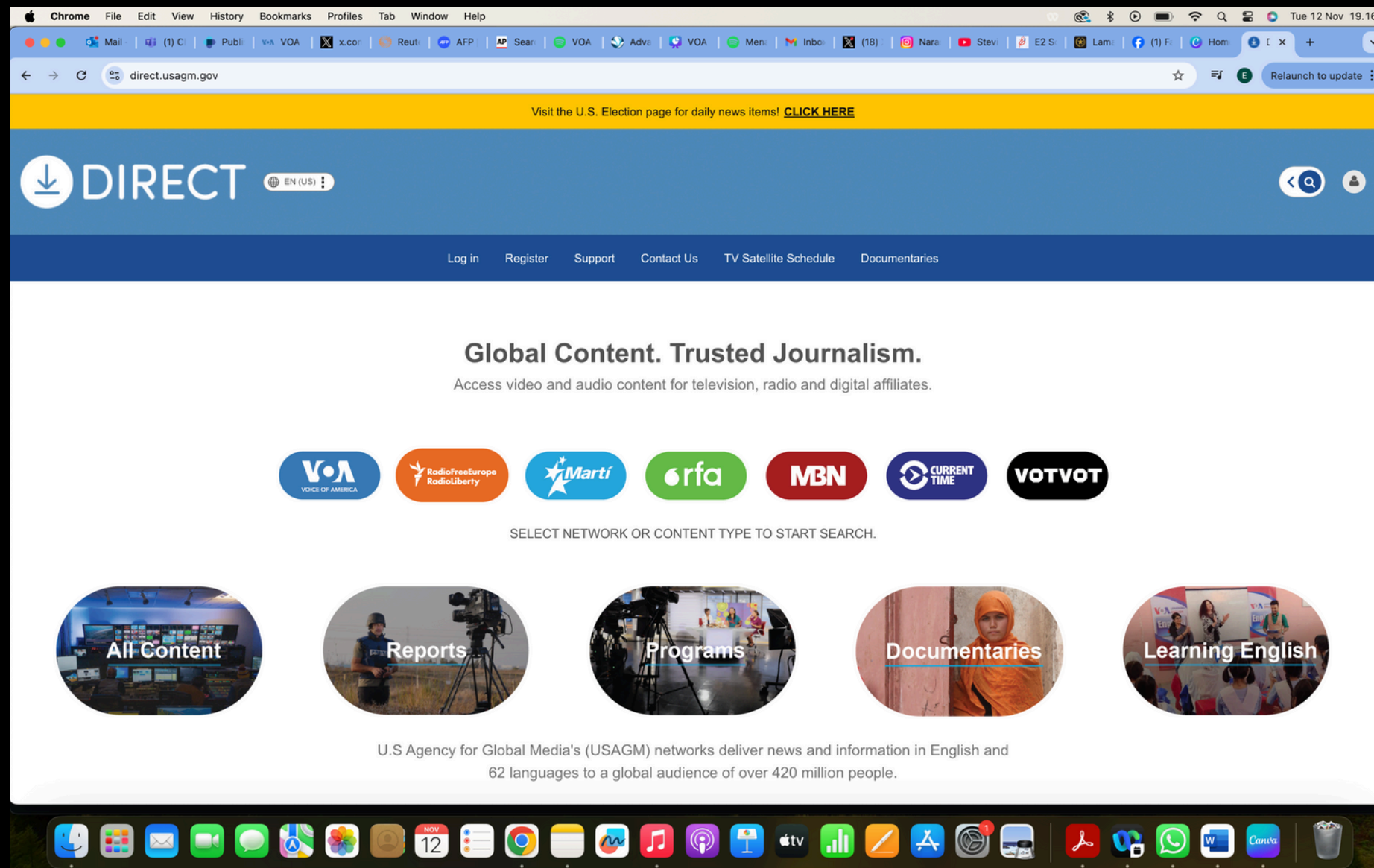


Fighting disinformation

Fighting disinformation



How to download contents from VOA? How to collaborate?

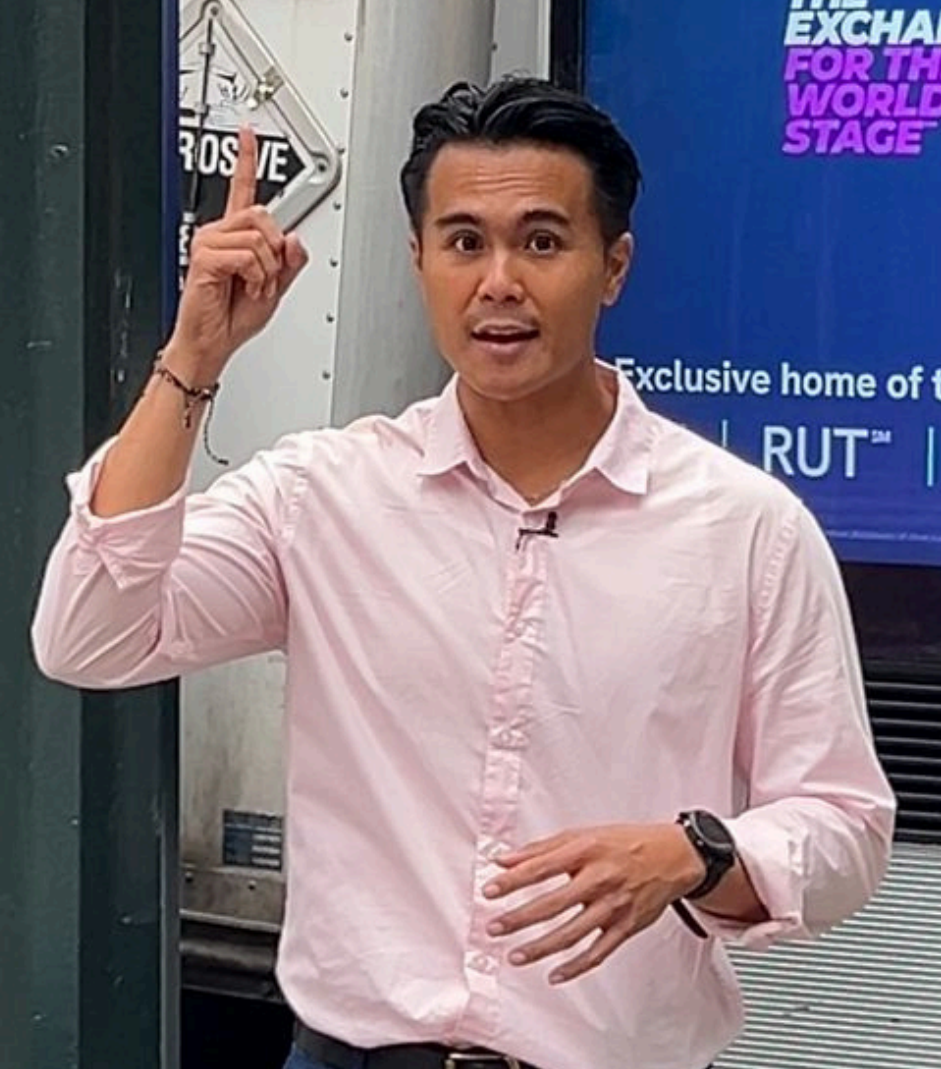


How to join VOA Indonesia?



- **Internship**
- **Fellowship**





Thank You!



@voaindonesia



www.voaindonesia.com