

# VOA Broadcasting in Cantonese

The VOA Cantonese service reaches an audience of elite entrepreneurs, businessmen, soldiers and students as well as aspiring rural residents in south China who either do not understand Mandarin well or prefer their native dialect. The service also reaches Cantonese speakers in Hong Kong, Macau, Vietnam, Australia, and other Chinese communities where Cantonese is more widely spoken than Mandarin.

## Quick Facts

<b>Established:</b>	February 1939
<b>Target Area:</b>	Cantonese speakers in southern China, Hong Kong, and Macau and traditional Chinese script users throughout the world
<b>Weekly Audience:</b>	4.8% among 15 to 64 year-olds in Hong Kong
<b>Radio Programming:</b>	14 hours per week
<b>Video Programs:</b>	47 minutes per week

### Programs and additional features available at:

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## Programs and Features

### Radio

**News in Brief:** 5 minutes of news at the top of the hour and news updates each half hour during the 2-hour daily program, with a focus on U.S.-China relations and important international news.

**Window to the World:** A 25-minute radio segment repeated four times within the 2-hour daily show. It includes interviews and expert analysis on U.S., China and world affairs.

**Popular American:** A 5-minute English teaching radio segment, four times a week. A situational dialogue teaching popular American idioms and slang not usually found in the dictionary.

**Building the Nation:** An 8 to 10-minute radio segment, twice a week. It focuses on major events of American history, from the colonial-era to the end of 20<sup>th</sup> Century.

### TV

**American Report:** A 5-minute weekly segment that includes the latest developments in science, medicine, arts and entertainment.

**Daily Video News:** A 5-minute round up of the latest news. Published daily on our website, YouTube and Facebook.

**VOA60 World:** A daily one-minute headline news segment.