

# 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

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

Programs and additional features available at:  
[www.VOACantonese.com](http://www.VOACantonese.com)

Facebook:  
[/voacantonese](https://www.facebook.com/voacantonese)

X:  
[@voacantonese](https://twitter.com/voacantonese)

YouTube:  
[/voacantonese](https://www.youtube.com/voacantonese)

Instagram:  
[/voacantonese](https://www.instagram.com/voacantonese)

Mobile Apps:  
[ITunes](#) [GooglePlay](#)

Podcasts:  
[Audio and Video Podcasts Available on ITunes](#)

## Programs and Features

### Radio

**News in Brief:** 10 minutes of news at the top of the program with a focus on U.S.- China relations, Hong Kong and important international news.

**Window to the World:** A 20-minute radio segment that includes interviews and expert analysis on the U.S., China and world affairs.

**America Prospective:** A 5-minute bi-weekly radio segment/podcast program. Introduces the latest information on all aspects of the United States, including politics, economy, society, and people's livelihood.

**Overseas Hongkongers:** A 5-minute bi-weekly radio segment/podcast program. By interviewing Hongkongers in different parts of the world, we explore how they adapt to the new environment as new immigrants in the new country, how they continue to maintain their identity as "Hongkongers," and how they continue to maintain their connection with Hong Kong.

**Building the Nation:** An 8 to 10-minute podcast program. It focuses on major events of American history, from the *colonial*-era to the end of the 20<sup>th</sup> century.

### TV

**Daily Video News:** A 5-minute round up of the latest news published daily on the service's website, YouTube and Facebookpages.

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