

# REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

## INTRODUCTION

The quarterly bulletin, June-August 2016, presents developments and trends on reducing violence against women (VAW) and intimate partner violence (IPV) content on Cambodian television. This bulletin looks at the specific types of violence on TV, the differentiation of content across the TV channels, and the nature of different program genres containing high rates of VAW, chiefly foreign and locally produced dramas, comedy shows, music programs, and advertisements.

## OUR WORK

The findings presented in this bulletin are drawn from:

- TV Monitoring Research undertaken by The Asia Foundation (TAF) from June 1 to August 31, 2016, using professional monitoring officers (TAF, 2016c)
- TV Ratings Survey conducted by Cambodia Media and Research for Development (CMRD) using a one week diary record from 8 to 14 August, 2016 (CMRD, 2016)
- The Audience Feedback study of Pekmi Group's Comedy shows (TAF, 2016d) and VAW in Korean Television Dramas (TAF, 2016e) supplemented the above studies

## KEY FINDINGS

- Overall, VAW and IPV content reduced slightly
- MyTV and Hang Meas showed decrease whereas TV5, CTN and Bayon had slight increases in VAW content
- VAW content remained pervasive in drama, comedy and advertisements yet increased sharply in music programs
- Victim blaming in news programs increased
- Alcohol advertisements remained pervasive

## VIOLENCE AGAINST WOMEN AND INTIMATE PARTNER VIOLENCE BY TYPE

Compared to the previous quarter, VAW and IPV content decreased slightly (4 and 3 percentage points, respectively) (Figure 1). This is consistent with the findings from TV rating surveys using viewer diary records, revealing a decrease of 2 percentage points across both quarters (CMRD, 2016). In addition, for every one hour viewed, audiences were exposed to an average of 3.4 VAW incidents of any type in quarter 1, decreasing to 2.7 VAW incidents in quarter 2.

The trend remains the same for both VAW and IPV content over the two quarters: emotional violence is the most prevalent type of violence followed by physical and then sexual. Viewer diary records also reveal the same trend, albeit at significantly lower levels (CMRD, 2016). Physical VAW decreased by 4%; emotional VAW by 3%; both emotional and physical IPV decreased by 2%, whereas sexual VAW and IPV remained stable (refer to **Quarter 2 Tracking Report** for the details).

## VIOLENCE AGAINST WOMEN AND INTIMATE PARTNER VIOLENCE BY TELEVISION CHANNEL

The most significant change is found on MyTV, with a decrease in VAW content from 64% to 44% followed by Hang Meas, decreasing from 27% to 22%. Conversely, TV5, CTN, and Bayon all showed slight increases in VAW content (between 1 and 2 percentage points) (Figure 1).

The overall IPV content decreased slightly from 12% in quarter 1 to 9% in quarter 2.

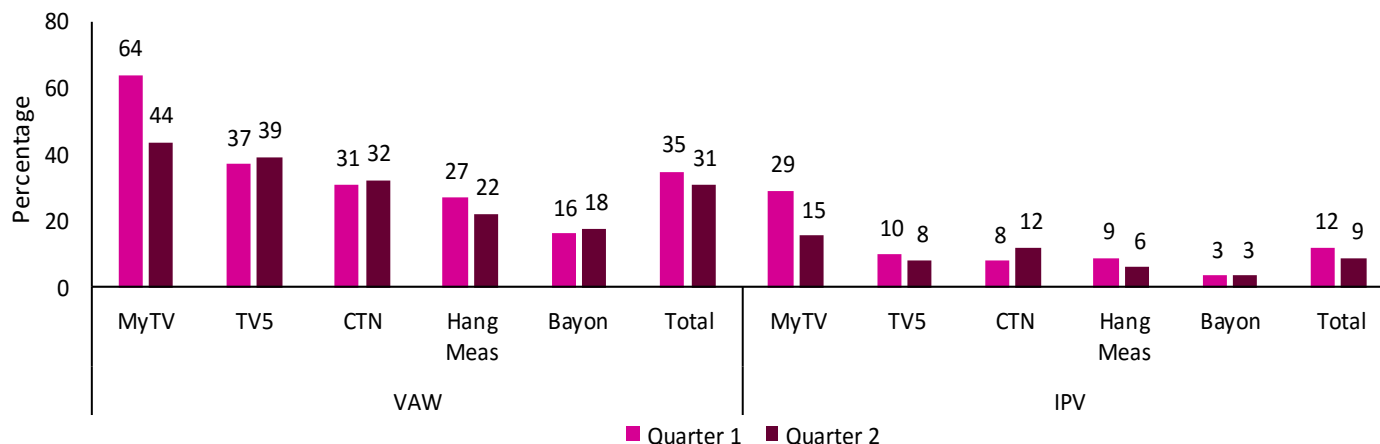


Figure 1: Violence against women and intimate partner violence by television channel and quarter (TAF, 2016b; TAF, 2016c)

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The major decrease in IPV content was again found on MyTV (from 29% to 15%) whilst small decreases were found on TV5 and Hang Meas (2 and 3 percentage points respectively) (Figure 1). Conversely, there was a 4 percentage point increase in IPV content on CTN. Bayon was the only TV channel with stable IPV content across both quarters (3%) (Figure 1).

There is considerable difference in VAW content reported by viewers versus that assessed by monitors. For example, monitors determined that the vast majority of time slots in the Cambodian drama *Vithey Neary* contained VAW content (TAF, 2016c) whereas a mere 10% of viewers who watched the program reported VAW content (CMRD, 2016). This suggests that viewers fail to recognize or report seeing VAW when it is present (TAF, 2016a). This reinforces the finding that viewers are considerably desensitized to VAW on TV.

## VIOLENCE AGAINST WOMEN BY PROGRAM GENRES

The top four program categories with the most VAW content are drama, comedy, music programs, and advertisements (Figure 2).

In quarter 1, advertisements contained the most VAW content followed by drama, music and comedy. However, in quarter 2 music programs had the most VAW content followed by advertisements, comedy, and then drama (Figure 2). Compared to quarter 1, VAW content in dramas and advertisements decreased whereas comedy and music increased.

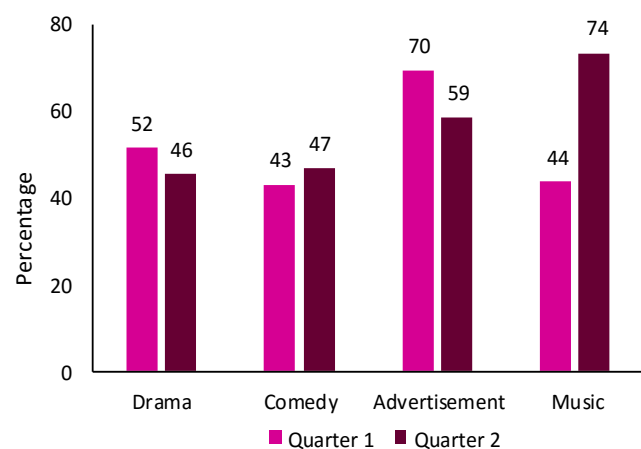


Figure 2: Violence against women by program category and quarter (TAF, 2016b; TAF, 2016c)

## Drama

According to viewer diaries, drama programs afford the highest audience rating (no. 1) in four out of the five TV channels (CMRD, 2016).

### Dramas:

- Post high audience ratings
- Consistently rank in the top 10 programs containing VAW
- Half of all drama time slots assessed contain VAW content
- Cambodian dramas contain lower VAW content compared with foreign produced dramas however the level of sexual VAW is similar

There was a 6 percentage point decrease in VAW content across both quarters, likely due to reduced VAW content on one Indian drama *Besdoug Leak Snae* on MyTV (84% in quarter 1 and 58% in quarter 2) plus several new dramas with less VAW content.

Both emotional and physical VAW content was lower in Cambodian dramas than in foreign dramas; Cambodian and foreign dramas had similar level of sexual VAW content (Table 1). Interestingly, the rate of overall VAW content in Cambodian dramas increased whilst the overall VAW content decreased in foreign dramas from quarter 1 to quarter 2.

Table 1: Violence against women by source of dramas by quarter (TAF, 2016b; TAF, 2016c)

Type of Violence	Khmer Drama		Foreign Drama	
	Quarter 1	Quarter 2	Quarter 1	Quarter 2
Emotional VAW	37	41	55	45
Physical VAW	13	12	25	17
Sexual VAW	4	2	3	2
Overall VAW	39	43	58	48

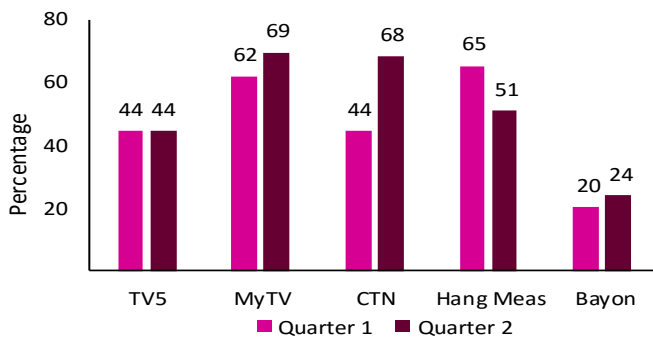
Drama continues to dominate the top 10 ranked programs for VAW (TAF, 2016b; TAF, 2016c, CMRD, 2016)(refer to **Quarter 2 Tracking Report** for the complete list of the program rankings).

Different dramas can share similar ratings yet contain vastly different levels of VAW. TAF's analysis of two Korean dramas with similar ratings, *All About My Mom* and *My Daughter, Geum Sawol*, revealed that the latter had six times more time slots containing VAW than the former. These results suggest that broadcasters can choose to purchase less negative content and still grow or maintain market share.

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## Comedy

Fourteen comedy programs, including comedy acts embedded as part of another program e.g. concerts, were assessed by TAF monitors. There was a slight increase in the overall number of timeslots containing VAW from quarter 1 to quarter 2 (4 percentage points) due to an increase in VAW content on CTN's *Entertainment Tonight*, *Samnerch MyTV* program on MyTV and the *Weekend Comedy* program on Bayon. Comedy on MyTV and CTN contained the highest number of time slots with VAW content, followed by Hang Meas, TV5, and then Bayon for quarter 2 (**Figure 3**). CTN was the channel with a stark increase in overall VAW content (24 percentage points) whereas, there was a 14% reduction in VAW content in Hang Meas across both quarters.



**Figure 3: Violence against women in comedy programs by TV channels (TAF, 2016b; TAF, 2016c)**

Specific comedy programs warrant consideration:

- The Thai comedy *Mun Snae Kamlors Pentor* had the highest levels of overall VAW across both quarters (89% and 82% for quarter 1 and 2 respectively)
- Of the 14 comedy programs monitored, the top four ranked Cambodian comedy programs containing high rates of VAW across the two quarters include *Samnerch MyTV* and the comedy segments embedded in *Teen Zone*, *Water Music*, *Special concerts* on Hang Meas and in Bacchus concert and *Entertainment Tonight* on CTN
- *Samnerch MyTV* contains much higher levels of sexual VAW than any other comedy programs: about 25% of time slots contain sexual VAW across the two quarters
- 43% of assessed time slots on MyTV's *Penh Chit Ort?* (Sunday) contain the most physical VAW in quarter 1 whereas TV5's *Samnerch Mun Rorseal* contains the most physical VAW (30%) in quarter 2 (TAF, 2016b; TAF, 2016c)

Importantly, comedy can be popular with audiences and not contain VAW content nor sexual and insulting language.

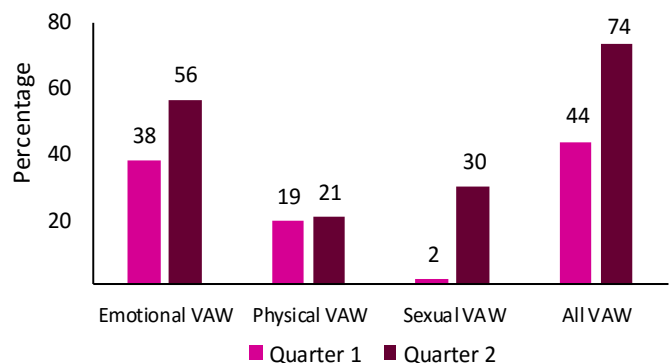
TAF's qualitative study of the *Pekmi* comedy shows found that viewers enjoyed scenes where comedians wore costumes, overacted (exaggerated gesticulations, facial expressions), used puns/hyperbole and well informed educational messages (TAF, 2016d). There were mixed views about the humorous promotion of traditional gender norms, sexual harassment and the use of double-entendres. Some viewers were concerned about programs garnering public acceptability and trivializing sexual harassment (TAF, 2016d). These results suggest that segments without VAW content may offend fewer people and lead to a greater audience share.

## Music Programs

Music programs monitored include music videos played in between programs on CTN and MyTV plus the Music Mix program on MyTV. It includes modern Khmer and English language songs sung by Cambodian, Cambodian-American, and western singers or actors performing and/or lip-syncing.

In comparison to dramas, Music Mix affords a considerably lower audience share (CMRD, 2016). Viewer diary records reveal that 2% of surveyed participants watched Music Mix in August 2016 (CMRD, 2016).

There was a sharp increase in VAW content from 44% in quarter 1 to 74% in quarter 2 (**Figure 4**), due to the staggering increase in VAW content on CTN's music programs, from 18% in quarter 1 to 81% in quarter 2. This is largely due to the same songs, which contain considerable VAW content, being repeated. Notably, sexual VAW content increased from 2% in quarter 1 to 30% in quarter 2, emotional VAW increased from 38% to 56% yet physical VAW remained stable (TAF, 2016b; TAF, 2016c). In quarter 1, music on MyTV contained greater VAW content than on CTN. The reverse occurred in quarter 2.



**Figure 4: Violence against women on music videos by type of violence and quarter (TAF 2016b; TAF 2016c)**

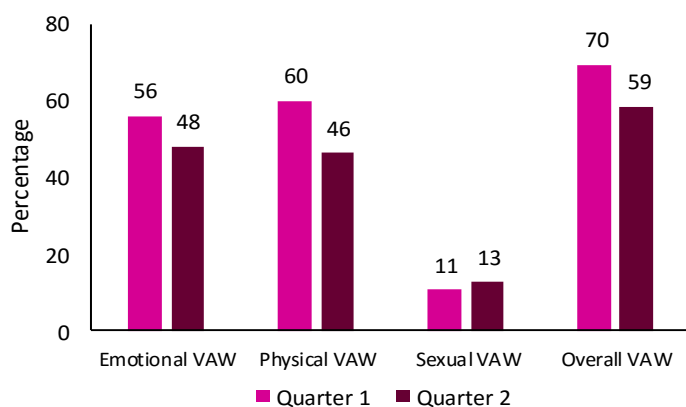
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## Advertisements

Advertisements include teasers, trailers and commercial advertisements between programs. Among the five channels monitored, TV5 is the only channel without advertisements between programs, but they do have advertisements during programs.

Following drama, advertisements are the next most prominent category in the top 10 ranked programs with VAW content. In stark contrast to other program categories, advertisements in both quarters contained high levels of physical VAW (TAF, 2016b; TAF, 2016c). However, there was an 11 percentage point decrease in VAW content in advertisements from quarter 1 to quarter 2, largely due to repetition of a new non-violent health advertisement replacing advertisements with VAW content (Figure 5).

TAF monitors also found that all (100%) advertising time slots on Bayon had VAW content in quarter 2. Advertisements on Hang Meas and Bayon were in the top 10 ranked 'programs' containing VAW for both quarters (TAF, 2016b; TAF, 2016c).

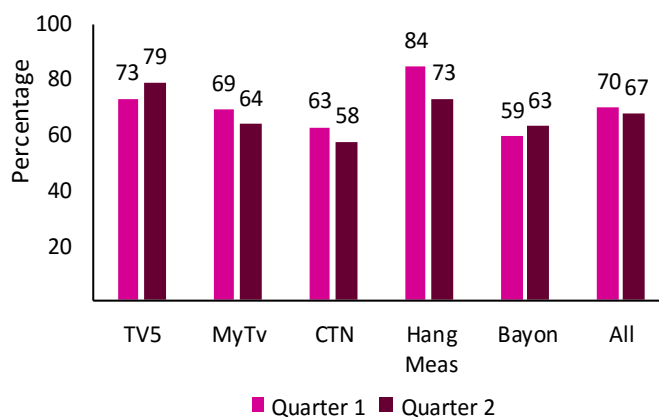


**Figure 5: Advertisements containing VAW by type of violence and quarter (TAF, 2016b; TAF, 2016c)**

## Alcohol Advertisements

Alcohol advertisements remain pervasive. A shocking two thirds of all assessed time slots (4,004 for quarter 1 and 5,215 for quarter 2) contained alcohol advertisements with only a slight decrease from 70% in quarter 1 to 67% in quarter 2 (TAF, 2016b; TAF, 2016c)(Figure 6).

In quarter 1, Hang Meas had the most time slots containing alcohol advertisements (84%) whereas in quarter 2 TV5 had the most time slots with alcohol advertisements (79%) (TAF, 2016b; TAF, 2016c).



**Figure 6: Alcohol advertisements by television channel and quarter (TAF, 2016a; TAF, 2016c)**

Alcohol advertising is banned from 6.00 to 8.00 pm. However, TAF monitors found that broadcaster non-compliance is evident, with a slight decrease in non-compliance from 3.2% in quarter 1 to 2.2% in quarter 2. Almost three quarters of non-compliant alcohol advertisements were on Hang Meas for both quarters 1 and 2. Broadcasters and the Ministry of Information should urgently address non-compliance issues.

## News

There was an increase in reporting VAW in the news from 7.3% in quarter 1 to 9.6% in quarter 2. Among the five TV channels monitored, MyTV does not report on news.

The majority of VAW news reports on TV5, CTN, Hang Meas and Bayon readily revealed the identity of victims or perpetrators. Indeed 90% and 89% of all news programs on VAW identified either the victim or perpetrator in quarter 1 and quarter 2, respectively. There was a slight decrease in revealing the identity of victims or perpetrators on Bayon and CTN, but not on TV5 and Hang Meas.

Victim blaming, whereby the perpetrator who commits VAW is released from responsibility, has become more widespread. About 10% of assessed news time slots on Hang Meas blamed the victim in quarters 1 and 2 (TAF, 2016b; TAF, 2016c). Both TV5 and CTN also partook in victim blaming in quarter 2 (12% and 7% respectively), having not done this in quarter 1 (TAF, 2016c). Conversely, Bayon committed the most victim blaming in quarter 1 (17%) yet dropped this completely in quarter 2.

A broadcasters Code of Conduct, incorporating minimum standards, can protect victim and perpetrator identity, address victim blaming and avoid excuses for men's violence.

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## CONCLUSION

Cambodian audiences remain desensitized to VAW given the stark differences between monitor and viewer assessed levels of VAW. This is backed up by crossed referenced viewer responses against findings by trained monitors in quarter 1 (TAF, 2016a).

Local drama productions contain only marginally lower rates of VAW content compared with overseas drama productions, creating an opportunity for relevant Ministries to influence negative VAW content.

Programs can be popular and have relatively low levels of VAW. For instance, comedy segments containing low levels of VAW are well liked by audiences. In addition, there is evidence in other countries that low levels of VAW content in drama rate similarly to those with much higher levels of VAW content.

It is well documented that alcohol contributes to prevalence and severity of VAW, where alcohol advertising is often pitched at children. Furthermore, alcohol advertising is pervasive with broadcasters regularly breaching a Directive from the Ministry of Information banning prime time alcohol advertising.

News items with victim blaming sentiments serve to reinforce entrenched attitudes toward VAW. Victim and perpetrator identities are almost always revealed. The impact of this is not known e.g. it is not known whether, or to what extent, revealing victim and perpetrator identities contributes to a lack of reporting. Comprehensive monitoring and follow up plus a dynamic Code of Conduct could address VAW and IPV content levels whereby the media plays a role in dispelling myths, reinforcing information about the true extent of the problem and challenges rather than reinforces negative social norms.

## RECOMMENDATIONS

### Ministry of Information

- ◇ Urgently address non-compliance in regards to the ban on prime time alcohol advertisements
- ◇ Take a lead role in developing minimum standards within a Code of Conduct with TV broadcasters in regards to violent content, particularly VAW and IPV, across all program genres/categories
- ◇ Disseminate the **Reducing Violence Against Women on Cambodian TV Tracking Report** directly to TV broadcasters each quarter
- ◇ Incorporate TAF's monitoring into its Monitoring Committee enabling effective analysis of VAW and IPV on TV

### Broadcasters

- ◇ Urgently comply with the ban on prime time alcohol advertisements
- ◇ Commit to a Code of Conduct for violence on TV – particularly in regards to VAW and IPV

### Viewers and Civil Society Organizations

- ◇ Utilize social media to express concerns directly to the Ministry of Information, broadcasters, and actors regarding prime time alcohol advertising and all forms of VAW and IPV content viewed TV

## REFERENCES

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# REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Quarter 2 Tracking Report

September 2016

The Reducing Violence Against Women on Cambodian TV Tracking Report assesses the overall level of emotional, physical, and sexual violence against women & intimate partner violence across five of the major TV channels in Cambodia on a quarterly basis. Daily, trained monitors track negative content (VAW and IPV in TV programming) on each of the channels listed. Results are recorded and then aggregated for the Tracking Report each quarter. Tables below show the percentage of 15-minute time slots with VAW and/or IPV content by TV Channel and Program.

**Table 1. Changes in violence against women content by TV channel and type of violence per quarter (percentage)**

Ranking by VAW content (most to least)	TV Channel	Quarter 1 (March-May)				Quarter 2 (June-August)				Change in overall VAW
		Emotional VAW	Physical VAW	Sexual VAW	Overall VAW	Emotional VAW	Physical VAW	Sexual VAW	Overall VAW	
1	MyTV	60	27	5	64	41	14	4	44	-20
2	TV5	31	19	4	37	37	18	3	39	+2
3	CTN	28	14	3	31	29	11	5	32	+1
4	Hang Meas	23	12	2	27	19	11	2	22	-5
5	Bayon	14	8	1	16	17	4	1	18	+2
	All Channels	31	16	3	35	29	12	3	31	-4

**Table 2. Changes in intimate partner violence content by TV channel and type of violence per quarter (percentage)**

Ranking by IPV content (most to least)	TV Channel	Quarter 1 (March-May)				Quarter 2 (June-August)				Change in overall IPV
		Emotional IPV	Physical IPV	Sexual IPV	Overall IPV	Emotional IPV	Physical IPV	Sexual IPV	Overall IPV	
1	MyTV	27	7	1	29	15	2	.3	15	-14
2	TV5	8	5	.3	10	8	2	.5	8	-2
3	Hang Meas	8	3	.4	9	6	2	.3	6	-3
4	CTN	7	3	.4	8	12	3	.2	12	+4
5	Bayon	3	1	.2	3	3	.8	.1	3	0
	All Channels	11	4	.4	12	9	2	.3	9	-3

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**Table 3: Ranking of television program by overall violence against women content (percentage)**

Ranking by VAW content (most to least)	Program	Genre	Channel	Emotional VAW	Physical VAW	Sexual VAW	Overall VAW
1	Snae 2 Vinhean	Thai Drama	MyTV	100.0	100.0	.0	100.0
1	Snae Min Chnas Snit	Khmer Drama	MyTV	100.0	33.3	.0	100.0
1	Ponleur Snae	Korean Drama	Hang Meas	100.0	.0	.0	100.0
1	Advertisement	Advertisement	Bayon	100.0	100.0	.0	100.0
5	Mchas Kru Mchas Chet	Thai Drama	MyTV	86.2	55.2	6.9	89.7
6	Advertisement	Advertisement	Hang Meas	75.7	83.8	27.0	89.2
7	Vithey Neary	Khmer Drama	MyTV	86.2	20.0	4.6	86.2
8	Neang Thkul Meas	Khmer Drama	MyTV	71.4	42.9	.0	85.7
9	Mun Snae Komlors Pentor	Thai Comedy	CTN	79.4	2.9	.0	82.4
10	Chomreang	Music	CTN	48.6	2.7	54.1	81.1
11	Samnerch My Tv	Khmer Comedy	MyTV	78.9	26.3	26.3	78.9
12	Advertisement	Advertisement	MyTV	57.8	60.0	13.3	73.3
13	Music Mix	Music	MyTV	62.9	37.1	14.3	68.6
14	Chomreang	Music	MyTV	60.0	26.7	6.7	66.7
14	Machas Khsarttreay Sung Yang	Korean Drama	MyTV	66.7	41.7	.0	66.7
16	Somtus Del Bong Srolanh Oun	Thai Drama	CTN	56.5	21.7	.0	65.2
17	Ahpea Pipea Klaeng Klay	Thai Drama	MyTV	62.1	13.8	10.3	63.8
18	Neang Keo Nama Thida Muk Ses	Khmer Drama	MyTV	63.6	9.1	.0	63.6
19	Besdong Pres Sram	Thai Drama	TV5	63.5	43.8	7.3	63.5
20	Monus Besdong 7	Korean Drama	Hang Meas	63.2	21.1	.0	63.2
21	Chit Saob Bongkob Snae	Khmer Drama	MyTV	63.0	11.1	7.4	63.0
22	Snae Banhchras Teus	Khmer Drama	TV5	50.0	31.3	6.3	62.5
23	Veasanea Tbong Kantem	Korean Drama	Hang Meas	61.7	4.3	.0	61.7
24	Ah Cha 3 Sas	Khmer Drama	MyTV	50.0	10.0	40.0	60.0
25	Preahbath Asaok	Indian Drama	CTN	56.5	29.3	.0	58.7
26	Besdong Leak Snae	Indian Drama	MyTV	56.7	8.1	.4	57.4
27	Phleung Parachey	Thai Drama	TV5	50.0	46.4	3.6	57.1

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**Table 3: Ranking of television program by overall violence against women content (percentage) (continued)**

Ranking by VAW content (most to least)	Program	Genre	Channel	Emotional VAW	Physical VAW	Sexual VAW	Overall VAW
28	Komnot Haet Snae Kampul Dara	Thai Drama	TV5	54.2	22.9	2.1	56.3
28	Teen life Style	Variety Show	MyTV	56.3	25.0	6.3	56.3
30	Dontrey Bacchus	Concert	CTN	56.0	20.0	16.0	56.0
31	Derm Bey Oun	Thai Drama	CTN	52.9	26.5	2.9	55.9
32	Bondasa Snae	Thai Drama	TV5	44.7	26.3	2.6	55.3
33	Moronak Meada	Thai Drama	TV5	52.1	41.7	.0	54.2
34	Besdong Socola	Thai Drama	TV5	53.6	10.7	3.6	53.6
35	Tan Sur Snae	Khmer Drama	CTN	51.6	19.4	.0	51.6
35	Snaeha Cham cheat	Khmer Drama	TV5	51.6	25.0	3.1	51.6
37	Phleoung Snae Phleoung Reussya	Khmer Drama	TV5	50.0	10.0	.0	51.3
38	Khmoach Pyea Bat	Khmer Drama	TV5	50.0	12.5	12.5	50.0
38	Roneath Snae	Khmer Drama	CTN	37.5	18.8	6.3	50.0
38	The Amazing Race	Game Show	CTN	50.0	.0	.0	50.0
41	Kamlors Leu Keu	Khmer Drama	TV5	45.8	14.6	.0	47.9
42	Lork Ta Kmeng	Korean Drama	Hang Meas	45.9	11.5	.0	47.5
43	Sornya Snae 2016	Filipino Drama	CTN	43.8	21.9	.0	46.9
44	Reatrey Kamsarn	Concert	CTN	43.2	10.8	5.4	45.9
45	Preah Sothun Neang Keo Monorea	Khmer Drama	MyTV	36.4	27.3	.0	45.5
46	Koun Kromom Tbanh Ai	Thai Drama	TV5	41.3	17.5	6.3	44.4
46	Samnerch Mun Roseal	Khmer Comedy	TV5	38.9	29.6	3.7	44.4
48	My University My Love	Khmer Drama	CTN	39.7	17.6	.0	44.1
49	Chomreang Snae Rolork Chivet	Khmer Drama	TV5	43.8	15.6	.0	43.8
50	Koun Teasakor	Thai Drama	Bayon	41.8	17.9	6.0	43.3
51	Ors Tos Mong Tita	Khmer Drama	MyTV	42.9	28.6	.0	42.9
52	Reachny Somleng Meas	Thai Drama	TV5	38.0	8.0	.0	38.0
53	Machas Sork Kam	Khmer Drama	TV5	37.5	37.5	12.5	37.5
53	Water Music	Concert	Hang Meas	33.3	8.3	4.2	37.5



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Table 3: Ranking of television program by overall violence against women content (percentage) (continued)

Ranking by VAW content (most to least)	Program	Genre	Channel	Emotional VAW	Physical VAW	Sexual VAW	Overall VAW
55	Menu Thneak Anteak Snae	Khmer Drama	TV5	35.6	.0	5.1	35.6
56	Weekend Comedy	Khmer Comedy	Bayon	34.1	2.3	.0	34.1
57	Trorpaing Peay	Khmer Drama	MyTV	33.3	.0	.0	33.3
58	Advertisement	Advertisement	CTN	28.2	16.9	8.5	32.4
59	Bantub Mnus Ros	Khmer Drama	Bayon	30.4	3.6	.0	30.4
60	Suon Snae Bandos Besdoug	Thai Drama	Bayon	27.1	4.2	.0	29.2
61	Nis Reu Nisai Snae	Khmer Drama	Bayon	28.9	4.8	2.4	28.9
62	Komheung Snae Sromol Teuk Pnaek	Indian Drama	MyTV	28.2	10.3	2.6	28.2
63	Banhneur Kaaek	Khmer Drama	CTN	28.1	3.1	.0	28.1
64	Snae Krom Domboul Tae Muoy	Korean Drama	Bayon	24.5	4.3	.0	27.7
65	Fun at Village	Khmer Comedy	CTN	23.1	11.5	9.6	26.9
66	Tam Seub Chuob Snae	Khmer Drama	TV5	26.6	1.6	.0	26.6
66	Kumnum Koun Bros	Thai Drama	MyTV	21.9	10.9	.0	26.6
68	Neak Klahan Dav Tep	Chinese Drama	Hang Meas	21.1	14.0	.0	26.3
69	Khnhey Chas Pass Mtes Khmaing	Thai Drama	TV5	16.7	8.3	.0	25.0
70	Phka 4 Torng	Khmer Drama	CTN	25.0	12.5	.0	25.0
71	Klin Snae Anteak Besdoug	Korean Drama	Hang Meas	23.5	5.9	.0	23.5
72	Teuk Roim Phka Roim	Khmer Drama	MyTV	20.0	20.0	.0	20.0
72	Mchas Preah Artit	Korean Drama	Hang Meas	16.0	8.0	4.0	20.0
74	Soben Yuveakvey	Khmer Drama	Bayon	19.4	5.6	2.8	19.4
75	Penh Chit Ort? (Sunday)	Variety Show	MyTV	10.6	5.9	9.4	18.8
75	Penh Chit Ort? (Saturday)	Variety Show	MyTV	18.8	.0	6.3	18.8
77	Besdong Neak Brodal	Khmer Drama	CTN	18.8	.0	.0	18.8
78	Kromom Pengpors Kamlors Trey Chaeu	Khmer Drama	TV5	16.7	8.3	.0	16.7
79	HM Breaking Night News	News	Hang Meas	10.5	10.0	2.9	15.7
80	Express News	News	Hang Meas	10.7	9.8	1.4	14.5
81	2 Brothers	Khmer Drama	CTN	14.3	.0	.0	14.3

# REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Table 3: Ranking of television program by overall violence against women content (percentage) (continued)

Ranking by VAW content (most to least)	Program	Genre	Channel	Emotional VAW	Physical VAW	Sexual VAW	Overall VAW
81	Sromorl Snae Adith	Khmer Drama	Bayon	14.3	7.1	7.1	14.3
83	Funny House	Khmer Comedy	Bayon	12.8	5.1	.0	12.8
84	Preah Choa Arthireach Harn	Chinese Drama	Hang Meas	12.2	6.8	.0	12.2
85	Countryside Concert	Concert	Bayon	11.8	1.0	.0	11.8
86	Teen Zone	Concert	Hang Meas	9.6	3.5	.9	10.5
87	Special Concert	Concert	Hang Meas	8.3	4.5	.6	9.6
88	CTN Morning News	News	CTN	8.0	4.3	3.6	9.4
89	Carabao Concert	Concert	Bayon	9.1	.0	.0	9.1
90	Morning News	News	TV5	6.9	6.5	3.7	8.3
91	All Star Concert	Concert	Bayon	6.8	.0	1.1	6.8
91	Morning News	News	Bayon	6.3	5.7	1.0	6.8
93	CTN Afternoon News	News	CTN	.0	1.0	.0	1.0
94	A1 Concert	Concert	MyTV	.0	.0	.0	.0
94	Love Secret	Variety Show	MyTV	.0	.0	.0	.0
94	Sokpeap Knhom	Health	MyTV	.0	.0	.0	.0
94	Cartoon	Cartoon	CTN	.0	.0	.0	.0
94	Made in Cambodia	Variety Show	CTN	.0	.0	.0	.0
94	Minute to Win	Game Show	CTN	.0	.0	.0	.0
94	Teuk Chet Bong Srey	Khmer Drama	CTN	.0	.0	.0	.0
94	Weekly Women	Variety Show	CTN	.0	.0	.0	.0
94	Who Want to be a Millionaire	Game Show	CTN	.0	.0	.0	.0
94	Boxing	Sport	Hang Meas	.0	.0	.0	.0
94	Cambodian Idol	Song Contest	Hang Meas	.0	.0	.0	.0
94	I am a singer of Cambodia	Variety Show	Hang Meas	.0	.0	.0	.0
94	Bayon Hit Concert	Concert	Bayon	.0	.0	.0	.0
94	Cha Cha Cha Game	Game Show	Bayon	.0	.0	.0	.0
94	Good Kids	Game Show	Bayon	.0	.0	.0	.0
94	Local News	News	Bayon	.0	.0	.0	.0