country overview [3]

[4] Mobile Communications: [5] The mobile phone market has seen exponential growth in recent years, with activities such as branchless banking becoming more popular.

[6] Internet: [6] Internet use is becoming commonplace in Colombia, with almost 20 million reported users by June 2009. Forty-five percent of urban residents said they have household access.
Radio: [7] Radio continues to be an important source for news and entertainment for Colombia, despite the near universal use of television.

Television: [8] Television is the dominant media format in urban Colombia, leading all other media formats in general use and as a source for news and information.

Newspaper: [9] Newspapers continue to be an important source of news and information for most urban Colombians, with about 58 percent read one at least weekly.

Media Environment: [10] Private media in Colombia are free to express a variety of opinions and cover sensitive issues. However, Colombia continues to be one of the world’s most dangerous countries for journalists.

See All Communication Sectors [3]

media outlet matrix [11]

Top Five Television Stations [12]
Caracol TV, Cadena Network, City TV, Canal 1, Senal Colombia

Top Five Radio Stations [13]
Caracol Radio, RCN Radio, La FM Radio, W Radio FM, Candela Stereo

Top Five Newspapers [14]
El Tiempo, El Espectador, El Espacio

Top Websites [15]

COUNTRY STATISTICS [16]

COMMUNICATION STATISTICS [18]
DEMOGRAPHIC STATISTICS [19]

ECONOMIC STATISTICS [20]

**communication Habits: Demographic analysis** [21]

*Traditional Media is Popular among all age groups while Young Adults are more adept at using Newer ICTs*

Nearly 80 percent of urban young adults (18-29) are internet users. Twenty percentage points higher than for those 30 to 44.

*Gender Divide in Access and Use to Mobile Phones and the Internet** [23]

Although urban men and women have equal access to traditional media, men have a clear lead in use of and access to new media and ICTs.

*Education plays a role of how and how often urban Colombians use New ICTs and Newsprint*

Education and literacy not only affects whether an individual knows how to use mobile phones or the internet but also what activities they engage in. Education groups also perceive who and how the media is influenced differently.

*In Urban Colombia the Largest Disparities between Socio-Economic Groups are in High-Expense ICTs*

Internet cafes has opened up internet access to individuals at all SES levels. Among low-SES young adults 71 percent are regular internet users, most of which access the web primarily at internet cafes. Low-SES respondents also exhibited a greater level of trust (75 percent) in the Colombian media, stating they either somewhat or completely trust the media, than other SES groups.

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