



**BBG Global Audience Estimate
From the FY 2014 Performance and Results Report**

Overview of Facts and Figures

The BBG Global Audience Estimate provides a snapshot of the total measured audience – the number of individuals - of the five BBG media outlets: Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Radio and TV Martí, Radio Free Asia (RFA) and the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa).

In 2014, BBG networks attracted 215 million people weekly in unduplicated audience worldwide - including radio, television and Internet – up from 206 million in 2013.

TV – 124 million people

Radio – 111 million people

Internet – 25 million people

Unduplicated Audience Across All Media – 215 million people

In keeping with standards developed by the major western international broadcasters, BBG measures and reports **unduplicated audience**, meaning each individual, regardless of how many programs watched or listened to, or media platforms used, is counted only once. This is a conservative approach to quantifying the audience and in keeping with the mission of BBG to inform and engage people, rather than count individual interactions with them. Hence the reported total audience for a broadcaster is often smaller than the sum of its audience on each platform, and BBG global audience is smaller than the sum of audiences for all individual networks.

Audiences by Network (in millions)

	FY 2014	FY 2013	FY 2012
VOA	171.6	164.6	134.2
MBN¹	29.3	31.8	30.9
MBN (Sawa)	11.3	11.1	13.4
MBN (Alhurra)	20.9	21.9	22.9
OCB²	NA	NA	NA
RFE/RL	23.3	17.9	23.4
RFA³	7.8	10.8	10.7

¹ The MBN figure includes the audience for Afia Darfur, the radio service dedicated to the Darfur region of Sudan.

² NA - Surveys conducted in politically repressive environments that are generally hostile to international broadcasting. Because individuals in these countries are discouraged or even prohibited by their governments from listening to U.S. international broadcasts, actual audience can be difficult to measure.

³ RFA cannot consistently measure audiences in some of its markets, where consumption of international media is discouraged or prohibited.

Top 10 Audiences for U.S. International Media

Overall weekly audiences: adults who listen/view/use programming at least once a week.

Largest Audiences by Country (weekly unduplicated, in millions)					
2014		2013		2012	
Indonesia	31.4	Indonesia	21.6	Indonesia	21.1
Nigeria	16.4	Nigeria	20.7	Nigeria	19.6
Iran	15.6	Mexico	14.9	Iran	14.1
Mexico	14.9	Iran	14.5	Afghanistan	13.5
Afghanistan	9.9	Afghanistan	9.9	Iraq	12.4
Ukraine	7.6	Burma	8.0	Burma	8.2
Ethiopia	6.9	Pakistan	7.6	Ukraine	7.2
Pakistan	6.5	Ethiopia	6.9	Ethiopia	7.0
Iraq	6.2	Iraq	6.2	Tanzania	4.8
Bangladesh	5.3	Tanzania	5.3	Syria	4.3

Highest Percentage of Measured Audience by Country (weekly unduplicated)					
2014		2013		2012	
Kosovo	59.7	Kosovo	59.7	Somalia**	74.7
Afghanistan	57.7	Afghanistan	57.7	Afghanistan	74.5
Somalia	51.6	Somalia	51.6	Iraq	66.9
Albania	49.0	Albania	49.0	Kosovo	59.7
UAE	48.4	UAE	48.4	Albania	48.9
Kuwait	38.9	Kuwait	45.3	UAE***	48.4
Armenia	38.8	Armenia	38.8	Kuwait	45.3
Qatar	38.1	Liberia	36.3	Armenia	41.7
Liberia	36.3	Iraq	35.5	Niger	38.8
Iraq	35.5	Syria*	33.4	Oman	33.8

* Syria results reflect telephone households only; survey conducted in March, 2010.

** Somalia results represent Mogadishu only for 2009-2011, Somaliland and Puntland for 2012. The first nationally representative survey on Somalia was done in 2013; hence the results are not directly comparable with previous survey results.

*** UAE results are from three Emirates.

The audience estimate includes research

- conducted within the past five years (more than 80% of these surveys were conducted with the previous two years);
- in more than 100 countries and territories; and
- represents 2.9 billion people in markets around the globe.

The audience estimate excludes audiences in North Korea, Tibet, Xinjiang Uyghur Autonomous Region, Cuba, Oman, and Turkmenistan, where BBG is unable to conduct audience surveys.

The Broadcasting Board of Governors is an independent federal agency, supervising all U.S. government-supported, civilian international broadcasting, whose mission is inform, engage, and connect people around the world in support of freedom and democracy. BBG networks have an audience of 215 million in more than 100 countries. BBG networks include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio and TV Marti).