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BBG Global Audience Estimate from the FY 2011 Performance and Results Report Overview of Facts and Figures

The BBG Global Audience Estimate captures the total measured audience 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 2011, BBG broadcasters reached 187 million people weekly in unduplicated audience worldwide - including radio, television and Internet - up from 165 million in 2010.

TV – 97 million people

Radio Audience – 106 million people

Internet/SMS – 10 million people

(Media platform figures include individuals who use more than one platform)

All Media (Includes Internet and SMS) – 187 million people (*unduplicated*)

The audience estimate includes research

- conducted within the past five years¹
- in 80 countries and territories
- through surveys of 172,000 people representing populations

The audience estimate does NOT include other indices of impact such as social media engagement, website analytics on visitors, page views and media file downloads, or media citations of BBG news coverage.

Audiences by Broadcast Organization

| | FY 2011 | FY 2010 | FY 2009 |
|-------------------------|-------------------|--------------------|--------------------|
| VOA | 141.1 (All Media) | 122.5 (Radio + TV) | 124.5 (Radio + TV) |
| VOA (Radio) | 80.0 | 71.9 | 75.3 |
| VOA (TV) | 69.9 | 54.1 | 55.6 |
| MBN | 35.5 | 35.2 | 35.7 |
| MBN (Radio Sawa) | 14.9 | 17.6 | 16.4 |
| MBN (Alhurra) | 26.7 | 26.2 | 27.7 |
| OCB | NA | NA | NA |
| RFE/RL | 24.3 | 18.4 | 17.6 |
| RFA* | 11.9* | NA | NA |

*RFA still cannot measure audiences in a majority of its markets. However, new figures from several previously inaccessible regions bring the measurable total to nearly 12 million.

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.

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¹ More than 80% of the countries represented in these estimates were surveyed within the past two years.

Top 10 Audiences

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

Largest audiences by Country for U.S. International Broadcasting:

| Largest Audiences (Weekly unduplicated) | | | | | |
|---|------------|-------------|------------|-------------|------------|
| 2011 | | 2010 | | 2009 | |
| Indonesia | 38,459,681 | Indonesia | 25,433,015 | Nigeria | 22,317,020 |
| Nigeria | 23,460,060 | Nigeria | 20,061,182 | Indonesia | 16,283,333 |
| Afghanistan | 13,517,280 | Iraq | 14,039,225 | Iran | 14,513,543 |
| Iraq | 12,440,055 | Iran | 10,373,316 | Iraq | 11,698,107 |
| Burma | 10,271,060 | Afghanistan | 10,337,600 | Pakistan | 11,194,330 |
| Egypt | 9,321,174 | Burma | 8,540,000 | Afghanistan | 9,860,290 |
| Ukraine | 5,289,516 | Pakistan | 7,636,200 | Egypt | 8,114,370 |
| Tanzania | 4,835,256 | Egypt | 6,951,384 | Ukraine | 6,638,340 |
| Syria | 4,279,076 | Tanzania | 4,835,256 | Syria | 5,745,233 |
| Morocco | 4,192,157 | Morocco | 4,281,563 | Tanzania | 5,548,032 |

Countries with the Highest Percentage of Audience Reach

| Highest % Reach (Weekly unduplicated) | | | | | |
|---------------------------------------|------|-------------|------|-------------|------|
| 2011 | | 2010 | | 2009 | |
| Afghanistan | 74.5 | Qatar* | 86.3 | Qatar* | 86.3 |
| Iraq | 66.9 | Iraq | 75.5 | Iraq | 72.7 |
| Somalia** | 65.8 | Rwanda | 72.7 | Rwanda | 72.7 |
| Haiti | 62.6 | Kosovo | 67.5 | Somalia** | 66.8 |
| Kosovo | 59.7 | Somalia** | 65.8 | Kosovo | 64.8 |
| Albania | 48.9 | Afghanistan | 65.0 | Syria **** | 61.1 |
| UAE*** | 48.4 | Haiti | 50.1 | Afghanistan | 56.2 |
| Kuwait | 45.3 | Albania | 45.8 | Haiti | 50.1 |
| Morocco ^ | 42.2 | Kuwait | 45.3 | Armenia | 49.5 |
| Armenia | 41.7 | UAE | 45.0 | Morocco | 45.9 |

*Research has not been conducted in Qatar since 2006 and results that are more than 5 years old are dropped.

** Somalia results represent Mogadishu only

*** UAE results reflect are from four Emirates

**** Syria results reflect telephone households only

^ Morocco results reflect urban population only

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 broadcasts reach an audience of 187 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 Martí).