



BBG Global Audience Estimate From the FY 2013 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 2013, BBG broadcasters reached 206 million people weekly in unduplicated audience worldwide - including radio, television and Internet – up from 175 million in 2012.

TV – 110 million people

Radio – 109 million people

Internet – 22 million people

Unduplicated Audience Across All Media – 206 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 broadcasters.

Audiences by Broadcast Network (in millions)

	FY 2013	FY 2012	FY 2011
VOA	164.6	134.2	141.1
MBN¹	30.0	30.9	35.5
MBN (Sawa)	11.1	13.4	14.9
MBN (Alhurra)	21.9	22.9	26.7
OCB²	NA	NA	NA
RFE/RL	17.9	23.4	24.3
RFA³	10.8	10.7	11.9

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 half 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 programming at least once a week.

Largest Audiences by Country (weekly unduplicated, in millions)		
2013	2012	2011
Indonesia 21.6	Indonesia 21.1	Indonesia 38.5
Nigeria 20.7	Nigeria 19.6	Nigeria 23.5
Mexico 14.9	Iran 14.1	Afghanistan 13.6
Iran 14.5	Afghanistan 13.5	Iraq 12.4
Afghanistan 9.9	Iraq 12.4	Burma 10.3
Burma 8.0	Burma 8.2	Egypt 9.3
Pakistan 7.6	Ukraine 7.2	Ukraine 5.3
Ethiopia 6.9	Ethiopia 7.0	Tanzania 4.8
Iraq 6.2	Tanzania 4.8	Syria 4.3
Tanzania 5.3	Syria 4.3	Morocco 4.2

Highest Percentage of Audience Reach by Country (weekly unduplicated)		
2013	2012	2011
Kosovo 59.7	Somalia** 74.7	Afghanistan 74.5
Afghanistan 57.7	Afghanistan 74.5	Iraq 66.9
Somalia 51.6	Iraq 66.9	Somalia** 65.8
Albania 49.0	Kosovo 59.7	Haiti 62.6
UAE 48.4	Albania 48.9	Kosovo 59.7
Kuwait 45.3	UAE*** 48.4	Albania 48.9
Armenia 38.8	Kuwait 45.3	UAE*** 48.4
Liberia 36.3	Armenia 41.7	Kuwait 45.3
Iraq 35.5	Niger 38.8	Morocco ^ 42.2
Syria* 33.4	Oman 33.8	Armenia 41.7

* 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.

^ Morocco results from 2011 reflect urban population only. The subsequent July 2012 survey was nationally representative.

The audience estimate includes research

- conducted within the past five years (over 80% of these surveys were conducted with the previous two years);
- in more than 90 countries and territories; and
- represents 2.9 billion people in markets around the globe.

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 206 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).