**BBG Global Audience Estimate**

**From the FY 2016 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 Martí1, Radio Free Asia (RFA) and the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa).

In 2016, BBG networks attracted 278 million people weekly in unduplicated audience worldwide - including radio, television and Internet – up from 226 million in 2015, which constitutes the largest ever year-to-year audience increase.

**TV** – 174 million people

**Radio** – 130 million people

**Internet** – 45 million people

**Unduplicated Audience** **Across All Media** – 278 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)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **FY2016** | **FY2015** | **FY 2014** | **FY 2013** |  |
| **VOA** | 236.6 | 187.7 | 171.6 | 164.6 |  |
| **MBN** | 27.5 | 25.7 | 29.3 | 31.8 |  |
| **OCB[[1]](#footnote-1)** | NA | NA | NA | NA |  |
| **RFE/RL** | 26.9 | 23.6 | 23.3 | 17.9 |  |
| **RFA[[2]](#footnote-2)** | 6.4 | 7.5 | 7.8 | 10.8 |  |
| **BBG** | 278 | 226 | 215 | 206 |  |

**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)** | | | |
| 2016   |  |  | | --- | --- | | Indonesia | 47.8 | | Mexico | 30.6 | | Nigeria | 20.8 | | Iraq | 9.0 | | Tanzania | 8.9 | | Afghanistan | 8.8 | | Ukraine | 6.5 | | Pakistan | 6.5 | | Peru | 6.2 | | 2015   |  |  | | --- | --- | | Indonesia | 31.4 | | Mexico | 24.4 | | Nigeria | 18.2 | | Iran | 16.6 | | Afghanistan | 8.9 | | Iraq | 8.6 | | Ukraine | 7.6 | | Pakistan | 6.5 | | Bangladesh | 5.3 | | 2014  Indonesia 31.4  Nigeria 16.4  Iran 15.6  Mexico 14.9  Afghanistan 9.9  Ukraine 7.6  Ethiopia 6.9  Pakistan 6.5  Iraq 6.2  Bangladesh 5.3 | 2013  Indonesia 21.6  Nigeria 20.7  Mexico 14.9  Iran 14.5  Afghanistan 9.9  Burma 8.0  Pakistan 7.6  Ethiopia 6.9  Iraq 6.2  Tanzania 5.3 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Highest Percentage of Measured Audience by Country (weekly unduplicated)** | | | | |
| 2016   |  |  | | --- | --- | | Kosovo | 63.1 | | Albania | 59.7 | | Burundi | 58.0 | | Somalia | 51.6 | | Afghanistan | 49.4 | | Armenia | 48.3 | | Iraq | 42.6 | | Kyrgyzstan | 40.6 | | Bahrain | 40.4 | | 2015   |  |  | | --- | --- | | Kosovo | 59.7 | | Albania | 59.7 | | Afghanistan | 52.8 | | Somalia | 51.6 | | UAE\*\*\* | 48.4 | | Iraq | 42.4 | | Armenia | 42.4 | | Bahrain | 40.4 | | Cambodia | 39.5 | | 2014  Kosovo 59.7  Afghanistan 57.7  Somalia 51.6  Albania 49.0  UAE\*\*\* 48.4  Kuwait 38.9  Armenia 38.8  Qatar 38.1  Liberia 36.3  Iraq 35.5 | 2013  Kosovo 59.7  Afghanistan 57.7  Somalia 51.6  Albania 49.0  UAE\*\*\* 48.4  Kuwait 45.3  Armenia 38.8  Liberia 36.3  Iraq 35.5  Syria\* 33.4 |

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

\*\* Somalia results represent Somaliland and Puntland only 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 among Arabs and Arab expats only in three Emirates.

**The audience estimate includes research**

* conducted within the past five years (more than 90% of these surveys were conducted with the previous two years);
* in more than 100 countries and territories; and
* represents 3.1 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 currently unable to conduct audience surveys. The BBG is planning a survey in Cuba in FY17.

*The Broadcasting Board of Governors is an independent federal agency, supervising all U.S. government-supported, civilian international broadcasting, whose mission is to inform, engage, and connect people around the world in support of freedom and democracy. BBG networks have an audience of 278 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).*

1. Because of the historical limitations of reliable survey data in Cuba, it has not been possible to reliably measure weekly audience for OCB. BBG anticipates conducting a survey and reporting results in FY 2017 and will set future targets at that time. [↑](#footnote-ref-1)
2. RFA cannot consistently measure audiences in some of its markets, where consumption of international media is discouraged or prohibited. [↑](#footnote-ref-2)