

Audience and Impact

OVERVIEW FOR 2022

BY THE NUMBERS

ANNUAL BUDGET FY 2022
\$885 million

EMPLOYEES
3,941

LANGUAGES
63

MEASURED AUDIENCE
410 million

50 overseas bureaus and
production centers

Nearly **200** operational
transmitters for TV, FM, MW &
SW at 100 transmission sites in
over 30 countries worldwide

4,284 television,
radio, and digital affiliates
across the globe

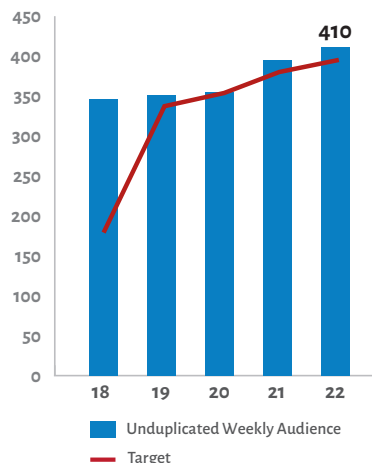
568 radio and TV affiliate
networks that serve multiple
cities or markets

AUDIENCE GROWTH

Overall USAGM
growth was
19%
over the past four years,
now totaling
410 MILLION
unduplicated users
across all media

[Learn About Our Methodology](#)

AUDIENCE GROWTH 2018-2022



MEASURED WEEKLY AUDIENCE PERCENT GROWTH 2018-2022

VOA
326M **↑18%**

RFE/RL
40.6M **↑20%**

RFA
58.3M **↑15%**

MBN
27.4M **↑11%**

OCB
(NA) No new survey
since 2017

DIGITAL AUDIENCES

Web and mobile traffic continued
strong growth in FY 2022,
with an average of more than an

18%

year over year increase
across the networks

487 MILLION

weekly average digital video views across
all networks/services in FY 2022.

Platforms included are websites,
Facebook, YouTube, and Instagram.

TOP TEN AUDIENCES FOR U.S. INTERNATIONAL MEDIA

WEEKLY UNDUPLICATED AUDIENCE
*Adults who listen/view/use programming at least
once a week, based on FY 2018-2022 survey data*

In millions	
China	65.4
Indonesia	39.1
Nigeria	37.4
Mexico	36.1
India	29.4
Iraq	13.3
Iran	12.2
Peru	11.9
Russia	11.7
Burma	10.9

As percentage of adult population
represented by the survey

Iraq	76.9
Afghanistan (mobile phone users only)	65.7
Dominican Republic	50.5
Palestinian Territories	50.2
Peru	48.6
Mexico	41.5
Armenia	41.1
Montenegro	34.7
Burma	34.6
Nigeria	33.2

AUDIENCE BY REGION

Latin America — 71.1 million

Data from Argentina, Brazil, Bolivia, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela. Current audience data unavailable for Cuba and Guatemala. Reflects audiences for VOA.

Middle East and North Africa — 30.3 million

Data from Algeria, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Morocco, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, UAE. Current audience data unavailable for Bahrain, Libya, Mauritania, Oman, Syria, and Yemen. Reflects audiences for MBN and VOA.

Sub-Saharan Africa — 78.0 million

Data from Benin, Burkina Faso, Cameroon, Congo-Brazzaville, Cote d'Ivoire, DR Congo, Ethiopia, Gabon, Ghana, Guinea, Malawi, Mozambique, Namibia, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Togo, Uganda, Zambia, and Zimbabwe. Current audience data unavailable for Botswana, Burundi, Central African Republic, Chad, Eritrea, Kenya, Niger, Liberia, Madagascar, Mali, Sierra Leone, and South Sudan. Reflects audiences for VOA.

Near East, South and Central Asia, Eurasia — 98.6 million

Data from Afghanistan, Albania, Armenia, Azerbaijan, Bangladesh, Bosnia, Bulgaria, Crimea, Estonia, Georgia, Hungary, India, Iran, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Moldova, Montenegro, Nagorno-Karabakh, Nepal, North Macedonia, Pakistan, Romania, Russia, Serbia, Tajikistan, Turkey, Turkmenistan, and Ukraine. Current audience data unavailable for Belarus, Sri Lanka, and Uzbekistan. Reflects audiences for RFE/RL and VOA.

East and Southeast Asia — 132.3 million

Data from Burma, Cambodia, China, Hong Kong, Indonesia, Laos, Malaysia, Philippines, South Korea, Taiwan, Thailand, and Vietnam. Current audience data unavailable for Mongolia and North Korea. Reflects audiences for RFA and VOA.

CIRCUMVENTION

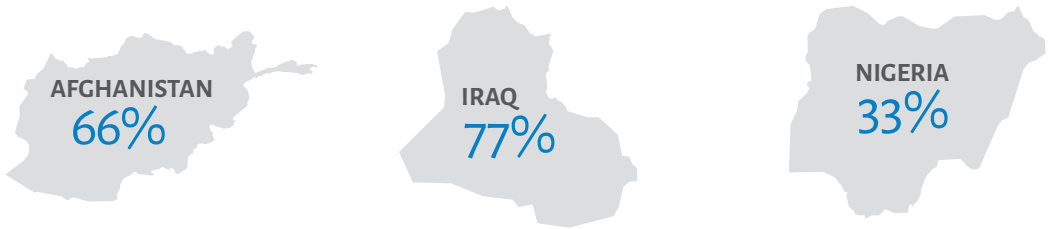
USAGM's Open Technology Fund (OTF) provides a range of tools to help audiences overcome internet restrictions. In FY 2022, these tools saw significant year-on-year growth.

94%
increase in weekly
unique users
2,980,770 in FY 2022

67%
increase in weekly
unique visits
13,307,670 in FY 2022

SNAPSHOT OF WEEKLY AUDIENCE REACH IN KEY COUNTRIES

AUDIENCES IN ENVIRONMENTS SUBJECT TO EXTREMIST RHETORIC AND VIOLENCE



AUDIENCES IN ENVIRONMENTS TARGETED BY STATE-SPONSORED DISINFORMATION CAMPAIGNS



AUDIENCES IN INFORMATION-DENIED ENVIRONMENTS



For individual countries, the measured weekly audience is expressed as a percentage of the adult population covered by the survey. USAGM measures and reports unduplicated audience, the number of individuals age 15+ who access content, counting a person only once, regardless of how many platforms or networks they use over the course of a week.

IMPACT MEASURES

PROGRAM CREDIBILITY
Percentage of weekly audience who consider information to be very or somewhat trustworthy

	FY 2022 ACTUAL
VOA	83
RFE/RL	78
RFA	77
MBN	70
OCB	NA

HELPS FORM OPINIONS ON IMPORTANT TOPICS
Percentage of weekly audience who report that the broadcasts have helped them form opinions on important topics somewhat or a great deal

	FY 2022 ACTUAL
VOA	71
RFE/RL	65
RFA ¹	93
MBN ²	71
OCB	NA

¹ Data only available from Cambodia in FY 2022
² Data only available from Saudi Arabia in FY 2022

[Learn About Measuring Program Credibility](#)

[What Do We Mean by "Helps to Form Opinions?"](#)

ABOUT USAGM

The U.S. Agency for Global Media 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.

USAGM networks have a measured audience of 410 million people in more than 95 countries. USAGM networks include the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks (Alhurra Television and Radio Sawa), the Office of Cuba Broadcasting (Radio Televisión Martí), and the Open Technology Fund (OTF).

