



BBG Global Audience Estimate From the FY 2015 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 2015, BBG networks attracted 226 million people weekly in unduplicated audience worldwide - including radio, television and Internet – up from 215 million in 2014.

TV – 142 million people

Radio – 102 million people

Internet – 32 million people

Unduplicated Audience Across All Media – 226 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)

	FY2015	FY 2014	FY 2013	FY 2012
VOA	187.7	171.6	164.6	134.2
MBN¹	25.7	29.3	31.8	30.9
OCB²	NA	NA	NA	NA
RFE/RL	23.6	23.3	17.9	23.4
RFA³	7.5	7.8	10.8	10.7

¹ MBN’s audience is artificially low for FY 2015 because it does not include Syria, where MBN’s last-recorded weekly audience was 4.3 million. The last Syria survey was collected more than five years ago (2010), the cutoff date for including survey data in BBG’s calculations.

² 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 2016 and will set future targets at that time.

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)							
2015		2014		2013		2012	
Indonesia	31.4	Indonesia	31.4	Indonesia	21.6	Indonesia	21.1
Mexico	24.4	Nigeria	16.4	Nigeria	20.7	Nigeria	19.6
Nigeria	18.2	Iran	15.6	Mexico	14.9	Iran	14.1
Iran	16.6	Mexico	14.9	Iran	14.5	Afghanistan	13.5
Afghanistan	8.9	Afghanistan	9.9	Afghanistan	9.9	Iraq	12.4
Iraq	8.6	Ukraine	7.6	Burma	8.0	Burma	8.2
Ukraine	7.6	Ethiopia	6.9	Pakistan	7.6	Ukraine	7.2
Pakistan	6.5	Pakistan	6.5	Ethiopia	6.9	Ethiopia	7.0
Bangladesh	5.3	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)							
2015		2014		2013		2012	
Kosovo	59.7	Kosovo	59.7	Kosovo	59.7	Somalia**	74.7
Albania	59.7	Afghanistan	57.7	Afghanistan	57.7	Afghanistan	74.5
Afghanistan	52.8	Somalia	51.6	Somalia	51.6	Iraq	66.9
Somalia	51.6	Albania	49.0	Albania	49.0	Kosovo	59.7
UAE***	48.4	UAE***	48.4	UAE***	48.4	Albania	48.9
Iraq	42.4	Kuwait	38.9	Kuwait	45.3	UAE***	48.4
Armenia	42.4	Armenia	38.8	Armenia	38.8	Kuwait	45.3
Bahrain	40.4	Qatar	38.1	Liberia	36.3	Armenia	41.7
Cambodia	39.5	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 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 are from 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 billion people in markets around the globe.

The audience estimate excludes audiences in North Korea, Tibet, Xinjiang Uyghur Autonomous Region, Cuba, Oman, Syria, and Turkmenistan, where BBG is currently unable to conduct audience surveys. The BBG is planning a survey in Cuba in FY16.

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 226 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).