**BBG Global Audience Estimate**

**From the FY 2017 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 2017, BBG networks attracted 278 million people weekly in unduplicated audience worldwide – including radio, television and Internet – remaining steady from 278 million in 2016.

**TV** – 180 million people

**Radio** – 122 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)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **FY 2017** | **FY 2016** | **FY 2015** | **FY 2014** |  |
| **VOA** | 236.8 | 236.6 | 187.7 | 171.6 |  |
| **MBN** | 25.7 | 27.5 | 25.7 | 29.3 |  |
| **OCB[[1]](#footnote-1)** | 1.0 | NA | NA | NA |  |
| **RFE/RL** | 25.8 | 26.9 | 23.6 | 23.3 |  |
| **RFA[[2]](#footnote-2)** | 6.9 | 6.4 | 7.5 | 7.8 |  |
| **BBG** | 278 | 278 | 226 | 215 |  |

**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)** | | | |
| 2017  Indonesia 47.8  Mexico 30.6  Nigeria 20.8  Iraq 9.0  Tanzania 8.9  Iran 8.9  Afghanistan 7.2  Ukraine 6.5  Colombia 6.1  Bangladesh 5.9 | 2016   |  |  | | --- | --- | | Indonesia | 47.8 | | Mexico | 30.6 | | Nigeria | 20.8 | | Iraq | 9.0 | | Tanzania | 8.9 | | Iran | 8.9 | | Afghanistan | 8.8 | | Ukraine | 6.5 | | Pakistan | 6.5 | | 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 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Highest Percentage of Measured Audience by Country (weekly unduplicated)** | | | |
| 2017  Kosovo 64.8  Albania 61.0  Burundi 58.0  Armenia 48.3  Iraq 42.6  Kyrgyzstan 40.6  Bahrain 40.4  Kuwait 38.9  Afghanistan 38.5  Qatar 38.1 | 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 |

\* UAE results in 2014 and 2015 are among Arabs and Arab expats only in three Emirates.

**The audience estimate is based on surveys**

* conducted within the past five years (more than 70% of these surveys were conducted with the previous two years);
* in more than 100 countries and territories; and
* that represent 3.2 billion people in markets around the globe.

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

*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, FY 2017 is the first year that BBG has been able to conduct a representative survey in Cuba and report an audience for OCB. [↑](#footnote-ref-1)
2. Audience estimate for RFA does not include data for North Korea or the Tibetan and Uyghur regions of China, because political risk has made it impossible to carry out representative surveys in the target regions. This represents a significant portion of the countries and regions targeted by RFA language services. [↑](#footnote-ref-2)