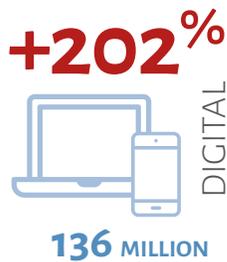
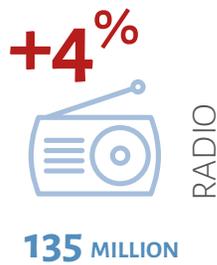
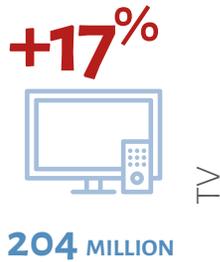


**USAGM AUDIENCE BY
MEDIA PLATFORM AND
PERCENTAGE GROWTH
SINCE 2016**



Networks of the U.S. Agency for Global Media (USAGM) reached a record 354 million people in a typical week in 2020, providing news and information on radio, television, and internet platforms.

This report provides a snapshot of the impact and estimated weekly audiences in 2020 for USAGM’s five networks: Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Office of Cuba Broadcasting (Radio and TV Martí), Radio Free Asia (RFA) and the Middle East Broadcasting Networks (Alhurra TV and Radio Sawa).

In keeping with standards developed by the Conference of International Broadcasters’ Audience Research Services (CIBAR), USAGM measures and reports unduplicated audience—the number of “unique” individuals who access content. In other words, the agency counts a person only once, regardless of how many programs they see or hear or how many platforms they use over the course of a week. This is a conservative approach to quantifying audience.

Hence the reported total audience for a broadcaster is often smaller than the sum of its audience on all platforms. Similarly, using this method, USAGM global audience is smaller than the sum of all network audiences.

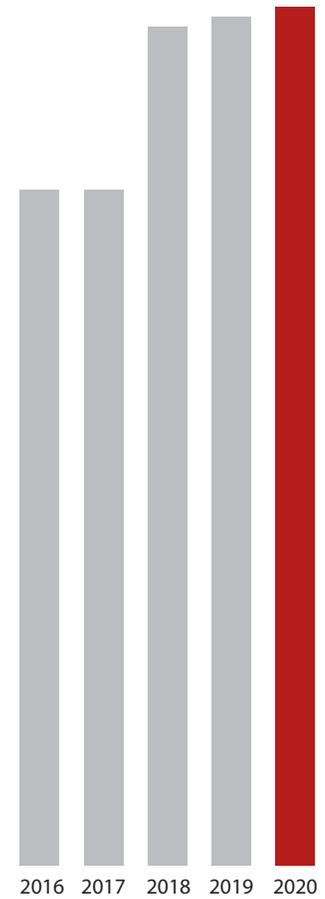
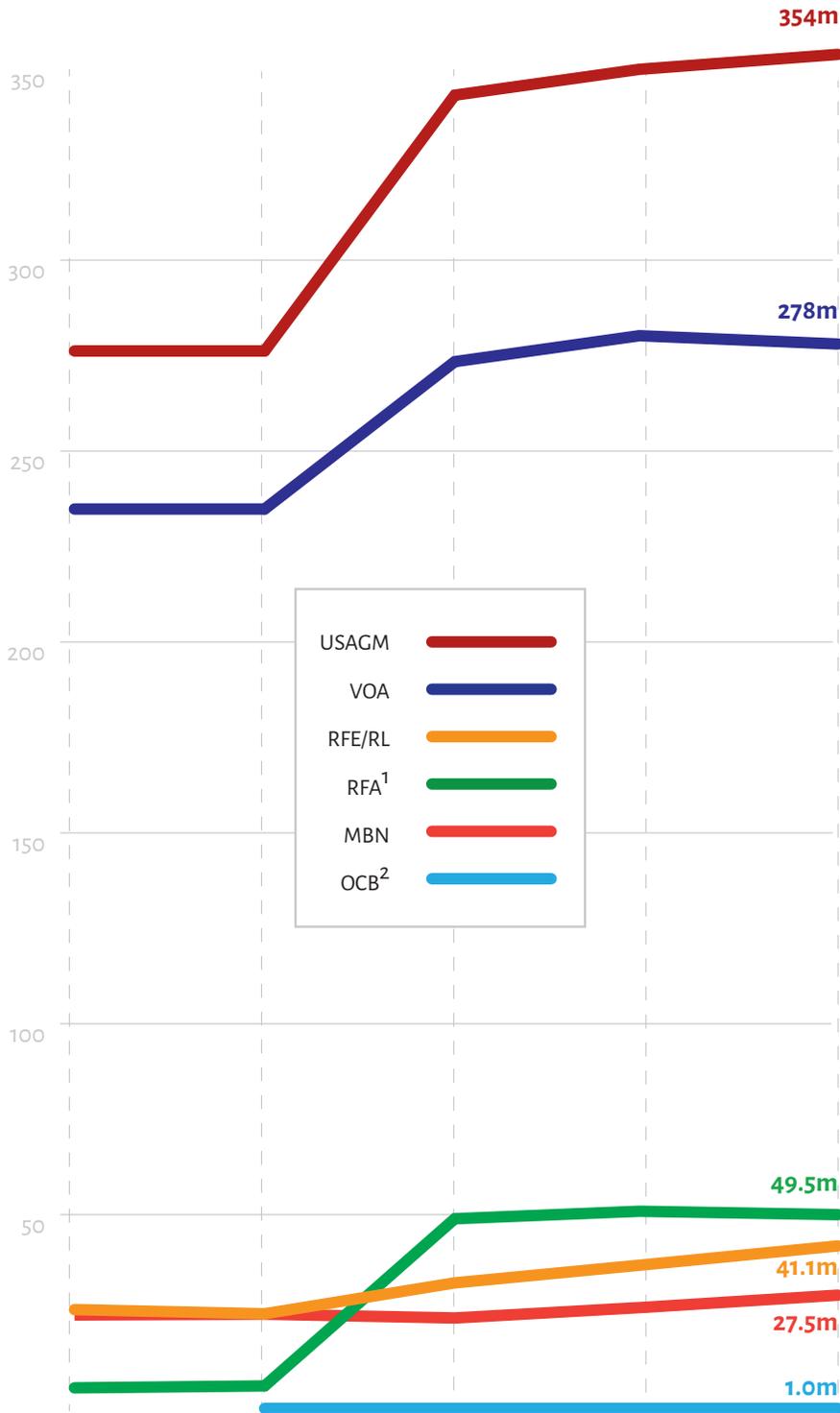
This conservative approach to quantifying the audience is keeping with the mission of USAGM to inform, engage, and connect people around the world in support of freedom and democracy, rather than count individual interactions with them.

The audience estimate is based on surveys:

- conducted within the past five years;
- in 93 countries and territories; and
- that represent 2.95 billion people in markets around the globe.

The audience estimate excludes areas where USAGM is unable to conduct audience surveys, including Eritrea, North Korea, Oman, and Tibetan and Uyghur regions of China.

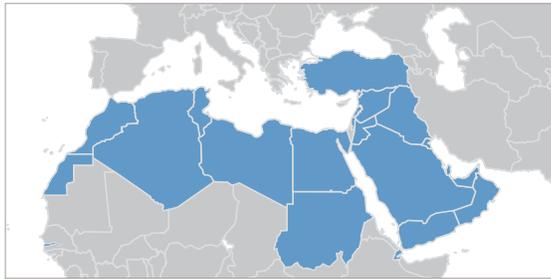
Audiences by Network (in millions)



**OVERALL USAGM
GROWTH WAS 27%
OVER THE PAST
FIVE YEARS TOTALING
354 MILLION
UNDUPLICATED
VIEWERS ACROSS
ALL MEDIA**

¹ 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. RFA's growth in 2018 is due to new data from China. ² Because of the historical limitations of reliable survey data in Cuba, FY 2017 was the first year in which USAGM was able to conduct a representative survey in Cuba and report an audience for OCB.

AUDIENCE BY REGION



MIDDLE EAST AND NORTH AFRICA

31.7 MILLION

Reflects audiences for MBN and VOA.

Data from Algeria, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Palestinian Territories, Qatar, Saudi Arabia, Tunisia, Turkey, UAE, Yemen.



NEAR EAST, SOUTH AND CENTRAL ASIA, EURASIA

67.0 MILLION

Reflects audiences for RFE/RL and VOA.

Data from Afghanistan, Albania, Armenia, Azerbaijan, Bangladesh, Belarus, Bosnia, Crimea, Estonia, Georgia, Iran, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Nagorno-Karabakh, Pakistan, Russia, Serbia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.

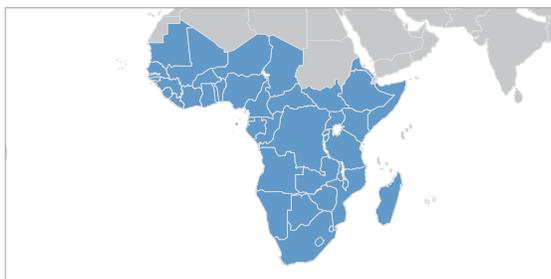


EAST AND SOUTHEAST ASIA

115.0 MILLION

Reflects audiences for RFA and VOA.

Data from Burma, Cambodia, China, Hong Kong, Indonesia, Laos, Thailand, Vietnam.



SUB-SAHARAN AFRICA

70.9 MILLION

Reflects audiences for VOA.

Data from Benin, Botswana, Burundi, Central African Republic, Cote d'Ivoire, Democratic Republic of Congo, Ethiopia, Gabon, Ghana, Kenya, Liberia, Madagascar, Malawi, Mali, Mozambique, Nigeria, Somalia, South Africa, South Sudan, Tanzania, Uganda, Zambia, Zimbabwe.



LATIN AMERICA

69.6 MILLION

Reflects audiences for OCB and VOA.

Data from Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela.

OTHER IMPACT INDICATORS

Percent of weekly audience who consider information to be very or somewhat credible	FY 2019 Actual	FY 2020 Target	FY 2020 Actual
VOA	83	82	83
RFE/RL	73	74	75
RFA	77	76	76
MBN	75	80	68
OCB	97	97	97

PROGRAM CREDIBILITY

This indicator is determined by a question in representative surveys about trustworthiness of news and information of those sampled respondents who listened to or viewed each station in the past week. The answers are registered on a four-point scale: “Trust it a great deal,” “Trust it somewhat,” “Do not trust it very much,” “Do not trust it at all.” The credibility index is a weighted average, by audience size, of the percentage of those answering the question in the survey (excluding those who did not respond or did not know) who report trusting news from the station a great deal or somewhat. Credibility estimates are not included for countries where the number of regular listeners/viewers/online users is so small (n = <50) that the estimate is unreliable.

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 2019 Actual	FY 2020 Target	FY 2020 Actual
VOA	63	63	64
RFE/RL	56	56	53
RFA	87	87	85
MBN	75	80	63
OCB	75	75	75

HELPS FORM OPINIONS

This indicator is determined by a question in representative surveys asking past week listeners/viewers/online users of [language] whether the broadcasts have helped them form opinions on important topics. The answers are registered on a four-point scale: “a great deal,” “somewhat,” “very little,” or “not at all.” This indicator is a weighted average, by audience size, of the percentage of those answering the question in the survey, excluding those who did not respond or did not know who chose “a great deal” or “somewhat.”

TOP 10 AUDIENCES FOR U.S. INTERNATIONAL MEDIA IN 2019

Overall weekly audiences: adults who listen/view/use programming at least once a week.

Weekly unduplicated audience

adults who listen/view/use programming at least once a week

In millions

China	65.4
Indonesia	39.1
Mexico	35.8
Nigeria	19.6
Iran	14.3
Iraq (includes Iraqi Kurdistan)	12.7
Afghanistan	10.5
Ukraine	8.6
Russia	7.9
Ethiopia	7.5

As percentage of adult population

Afghanistan	69.3%
Iraq (includes Iraqi Kurdistan)	61.7%
Albania	61.0%
Burundi	58.0%
Palestinian Territories	50.2%
Kyrgyzstan	44.1%
Armenia	41.2%
Mexico	40.4%
Kosovo	38.0%
Montenegro	34.7%

AUDIENCE GAINS

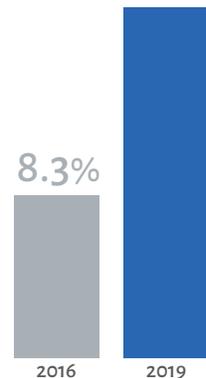


VENEZUELA

According to a survey conducted in early 2020, Voice of America reached 16.0 percent of Venezuelans aged 15 or older on a weekly basis in any language, a substantial increase from 2.2 percent measured in 2012 and 8.3 percent measured in 2016, and approximately on par with CNN and major regional broadcaster NTN24. VOA provides news and information in a multi-platform format to Venezuelans at a time when access to balanced and objective sources of news is often limited by political and technical obstructions.

The VOA Spanish Service has expanded its targeted content offerings with weekly television news and analysis program “Venezuela 360,” and partnered with online channels run by Venezuelans who are based abroad to overcome the domination of Venezuelan government-run or influenced mass media in-country. Despite self-censorship and government media control, VOA Spanish content is still aired on local station Venevisión to meet Venezuelans on television where they most often look for news. VOA also maintains a strong radio presence on long-time independent partner stations, and online through web and social media as well as internet television channels.

16.0%
audience
reach in 2020



VOA REACHED 16.0% OF ADULT POPULATION, UP FROM 2.0% IN 2012 AND UP FROM 8.3% IN 2016

VOA – 2.7M

 **RADIO – 1.3M**

 **TV – 1.8M**

 **INTERNET – 0.5M**

Survey: February 2020

AUDIENCE GAINS



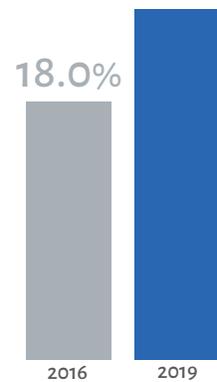
UKRAINE

With its mix of Ukrainian, Russian, Tatar, and English programming on multiple platforms, USAGM in Ukraine reaches 24.4 percent of Ukrainians weekly, up from 18.0 percent in 2016, according to a survey conducted in the spring of 2019. The increase is largely attributed to growth in RFE/RL's reach, both for TV and online offerings. USAGM's total measured TV reach increased from 16.9 percent to 21.7 percent. Its programming in both Ukrainian and Russian is carried by multiple TV and online channels.

Two brands for the occupied territories of Donbas (Donbas.Realii) and Crimea (Krym.Realii) are especially popular, reaching 14.3 percent and 5.6 percent of the population weekly. Current Time, a Russian-language production of RFE/RL with contributions from VOA, reaches 1.7 percent of the population weekly. USAGM online reach has doubled from 3.4 percent in 2016 to 6.7 percent in 2019. YouTube and social media sites continue to be important platforms for users accessing USAGM programming. Total measured reach on radio from RFE/RL's programming remained unchanged at 2.1 percent weekly in 2019 versus 1.7 percent in 2016.

The media environment continues to be polarized as politicians use major media sources for their political agenda (TV in particular). The Ukrainian government struggles to combat Russian propaganda and lacks funding for supporting strong public media or producing content for occupied territories of Donbas and Crimea. Ukrainian society is divided and skeptical about news they consume from local media, with only 13.6 percent of the population in government-controlled areas reporting trust in public media and 11.8 percent trust in private media. In this environment, USAGM plays an important role on the Ukrainian media market. Its networks are highly trusted media sources that bring important information on events in Ukraine and around the world and help the public better understand current developments.

24.4%
audience
reach in 2020



USAGM REACHED 24.4% OF ADULT POPULATION, UP FROM 18.0% IN 2016

VOA – 3.9M

RFE/RL – 7.8M

 **RADIO – 0.7M**

 **TV – 7.7M**

 **INTERNET – 2.4M**

Survey: May 2019

AUDIENCE GAINS



DEMOCRATIC REPUBLIC OF THE CONGO (DRC)

According to a survey conducted in early 2020, VOA currently reaches 16.2 percent of Congolese each week across languages and platforms, up from 9.1 percent in 2015. The DRC is a large, underdeveloped, and linguistically diverse country, so VOA serves audiences on multiple platforms and in multiple languages.

Radio remains the DRC's dominant media platform; two-thirds of Congolese (66.7 percent) say they have listened to the radio in the past week. Weekly television use has remained flat since 2015 at just under half of Congolese and internet use has risen only modestly from 15.0 percent weekly in 2015 to 21.3 percent in 2020. Weak IT and electricity infrastructure in the DRC's rural areas mean TV and internet use is heavily concentrated in the cities. More than one-third of Congolese adults (35.7 percent) say Lingala is the language they speak most at home, versus 14.7 percent for Swahili, and 8.5 percent for French.

VOA operates a network of seven FM radio stations in the DRC's largest cities, and partners with a number of local FM and television affiliate stations that carry VOA programs. VOA's French-to-Africa radio broadcasts remain the most common way Congolese receive the network's content, with 11.4 percent of adults listening weekly. VOA's radio reach in the DRC has also been boosted by the addition of Lingala-language broadcasts in 2018. In 2020, 6.2 percent of Congolese say they have heard or accessed VOA's Lingala content in the past week. VOA Swahili content in the DRC saw its weekly reach fall slightly from 2.6 percent in 2015 to 1.7 percent in 2020. VOA's weekly television reach has increased from 5.0 percent in 2015 to 8.6 percent in 2020, while online reach has remained at 2.0 percent.

Half of VOA's current past-week audience in the DRC consists of long-time users, with 49.8 percent saying they first saw, heard, or read something from the network more than two years ago.

HELP FORM OPINIONS

MORE THAN 8 IN 10

(82.1 percent) of VOA's weekly users say VOA helps them form opinions on important issues

TRUST

ABOUT 8 IN 10

(82.4 percent) of VOA's weekly users in the DRC say they trust its news "a great deal" or "somewhat."

UNDERSTANDING CURRENT EVENTS

ABOUT 8 IN 10

(81.1 percent) of VOA's weekly users say the network has increased their understanding of current events "a great deal" or "somewhat".

VOA – 6.4M

 **RADIO – 5.3M**

 **TV – 3.4M**

 **INTERNET – 0.9M**

Survey: March 2020

AUDIENCE GAINS



MOROCCO

According to a 2019 survey, MBN's combined past week reach among adults living in Morocco is 20.1 percent. MBN reaches 9.8 percent Alhurra Television and 13.1 percent through web and social media content from Alhurra (13.1 percent reach online), Radio Sawa (5.3 percent), and regionally-targeted digital news site Maghreb Voices (6.3 percent).

Adults in Morocco access news through a variety of platforms. Adults in Morocco prefer TV for their news as 78.8 percent say they tune in either daily or at least once a week. Digital media are also popular. The majority of polled respondents say they use the internet daily or at least once a week for news and current events. Facebook, YouTube, and WhatsApp are among the most popular online platforms for news. Not surprisingly, significantly more of the 15-24-year-olds use the internet (83.7 percent) than TV (66.6 percent) weekly for news. This age group makes up 25.6 percent of MBN's past week audience.

INFORM

81.2%

Regular users said Alhurra had informed their opinions on important issues in the past week.

SHARE

67.2%

Regular users said they had shared news they had seen, heard or read on Alhurra in the past week.

TRUST

95.3%

Regular users said they trusted the news and information on Alhurra.

MBN — 5.3M

 **TV — 2.6M**

 **INTERNET — 3.4M**

Survey: September 2019

AUDIENCE GAINS



IRAQ

A survey conducted in August 2019 found that almost 65 percent of Iraqis in 14 non-Kurdish provinces used MBN TV, radio, or web in the past week, a significant increase from 36 percent in 2017. MBN offers Iraq-specific content on all of its media platforms, including Sawa-Iraq radio, a 24/7 broadcast stream which targets Iraq via a network of FM transmitters, and Alhurra-Iraq, a 24/7 television network available on satellite and via terrestrial transmitters to five Iraqi cities. Irfaasawtak, or “Raise Your Voice,” is MBN’s digital and radio platform for citizens in the Levant region and Iraq to discuss and engage on topics that counter radical and extremist ideology.

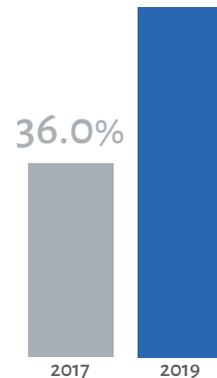
In a typical week in 2020, 37.2 percent watched Alhurra, 27.7 percent listened to Radio Sawa, and 29.4 percent used online content from Radio Sawa, Alhurra, or Irfaasawtak. Increases for MBN digital since 2017 were especially high and likely partly reflect an enhanced focus on the websites since MBN’s November 2018 relaunch. Alhurra and Radio Sawa also gained users.

More Iraqis tuned to Alhurra TV than BBC Arabic TV or Russia Today Arabic TV, though reach for all three international stations was strong. Worth noting is many Alhurra and Radio Sawa users are new: 31.9 percent of past week Alhurra viewers and 41.9 percent of past week Radio Sawa listeners first started using the stations in the past six months, possibly reflecting greater interest in the stations as the result of the relaunch.

A separate survey of five northern Iraq provinces in September and October 2019 found that VOA content is consumed by almost half (49 percent) of the adult population weekly. Kurdish content accounts for 45 of that 49 percent and is primarily via television (38 percent) and radio (15 percent). VOA English content, consumed only on the internet, reaches 13.6 percent of adults weekly.

Among the total weekly audience in both languages, almost 4 in 10 (38.4 percent) trust VOA content. As has been seen in other markets, radio listeners report greater trust than TV viewers. Just over 4 in 10 adults who consume VOA Kurdish content weekly said VOA news and information increased their understanding in current events and U.S. foreign policy (46.8 percent); about half said VOA news and information increased their understanding of American society (49.3 percent).

61.7%
audience
reach in 2020



*USAGM AUDIENCE UP
FROM 36.0% IN 2017 TO
61.7% IN 2019.*

IRAQ

MBN – 10.8M

RADIO – 4.6M

TV – 6.2M

INTERNET – 4.9M

Survey: August 2019

IRAQI KURDISTAN

VOA – 1.9M

RADIO – 0.6M

TV – 1.5M

INTERNET – 0.6M

Survey: October 2019

AUDIENCE LOSSES

THESE GAINS MORE THAN OFFSET AUDIENCE LOSSES DUE TO SEVERAL FACTORS.



Media crackdowns and key affiliate losses in Turkey and Cambodia

USAGM's 2019 Cambodia survey shows the effects of the Hun Sen government's 2017 crackdown on independent media, which disbanded USAGM FM affiliates in 20 provinces and forced the closure of RFA's Phnom Penh office and severely damaged RFA's and VOA's effectiveness in the country. While online audiences for both RFA and VOA have grown slightly since then and social media efforts have been effective, radio audience losses have been severe. VOA's audience in Turkey, previously measured in 2016, declined as a result of Turkey's crackdown on independent media and the loss of television affiliate TGRT. VOA has added two new television affiliates and places content on a popular Turkish web portal.



The shift from radio to digital transmission for Radio Sawa outside of the Levant

Approximately 2.6 million previously measured radio-only audience members have been removed from MBN's total as a result of the shift in transmission strategy for Radio Sawa. MBN anticipates that future surveys will show audience gains in those markets through increased usage of new digital offerings.



Surveys aging out of the audience total

Ten surveys conducted over five years ago are now too old for inclusion in the USAGM global audience figure, resulting in audience loss of 4.5 million. These include Taiwan (1.7 million), Sierra Leone (0.8 million), Syria (0.7 million), and Burkina Faso (0.6 million).

DIGITAL

Web traffic and social media engagement rose significantly for USAGM networks this year, fueled largely by audience interest in COVID information. Overall, USAGM networks experienced 32 percent growth in web visits and 83 percent growth in digital engagement actions.



Average weekly visits to web and mobile sites	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Actual
VOA	6,957,800	8,810,700	8,850,000	9,383,700	9,571,400	10,832,000
RFE/RL	7,500,200	8,464,600	9,751,200	10,990,200	11,539,700	14,466,500
RFA	848,700	901,200	1,010,900	1,267,000	1,330,400	1,468,100
MBN	490,300	1,092,400	854,500	1,028,100	1,182,300	3,076,900
OCB	162,800	172,500	142,600	136,100	149,700	163,900

Digital engagement action (average weekly)	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Actual
		Without Instagram			With Instagram		
VOA		4,937,600	4,126,700	3,520,500	5,494,700	5,714,500	8,830,100
RFE/RL	Baselines not established	2,106,100	2,261,300	2,131,100	4,100,800	4,305,800	7,415,500
RFA		1,125,300	823,200	1,130,900	1,130,900	1,176,100	3,056,600
MBN		646,700	883,000	501,000	516,400	526,700	1,244,100
OCB ¹		32,200	70,700	69,900	70,000	77,000	113,600

¹ OCB's FY 2018 Actual was previously reported incorrectly in the FY 2018 Performance and Accountability Report and FY 2020 Congressional Budget Justification, due to a calculation error; it has been corrected here.

Note: Data pulled from Socialbakers from 10/1/2019 to 9/5/2020.

COVID

COVID-19 essentially shaped every aspect of life this year, and USAGM networks rose to the challenge of providing objective, unbiased coverage to audiences looking for the truth about the disease and its effects. As a result, all USAGM networks experienced unprecedented traffic on digital and social platforms this year.

RFA Mandarin started reporting on an unexplained pneumonia in Wuhan in late 2019 and maintained its detailed coverage of the outbreak and its eventual spread in China and beyond throughout 2020. The service focused particularly on important issues such as questionable COVID-19 statistics reported by Beijing and local governments, the failure of the state-run supply system to distribute much-needed medical supplies, and the disinformation campaign attempting to blame the U.S. for the origins of the virus.

With many governments in their broadcast region denying the presence of COVID-19 within their borders, **RFE/RL** stood alone in informing the public about the potential risks of the coronavirus. A harsh smear campaign against RFE/RL was launched in Tajikistan because the Tajik Service was the first in the country to report on possible COVID-19 cases there. After RFE/RL's reporting and weeks of denials, the Tajik government officially confirmed that it had registered cases of COVID-19 in the country.

VOA mobilized its vast network of reporters to provide high-quality, independent coverage on all of the various aspects of COVID-19 and its impact – from scientific developments to prevention strategies to in-depth discussions of the social, economic, and political implications of the pandemic. VOA's various divisions and language services produced several virtual town halls featuring prominent U.S.-based and international experts that addressed the general challenges related to the pandemic as well as more region- and country-specific questions from the audiences.

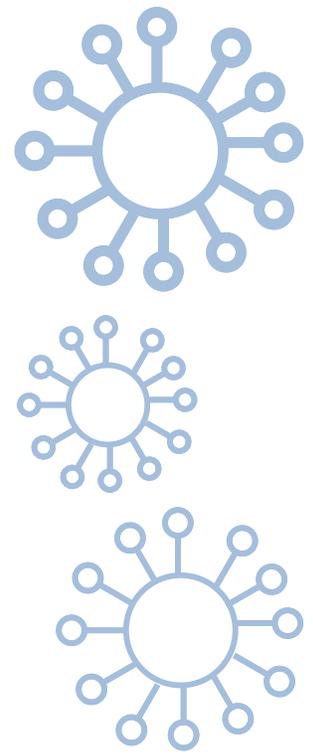
OCB reported on the societal impact of COVID-19 in Cuba, particularly for the most vulnerable. The Martí, the radio, television, and digital components of OCB, reported that as the economy and the tourism sector suffered from the pandemic, so did the poorest segments of the population who struggle to afford food and critical medication and healthcare.

MBN's networks featured human-interest stories, highlighting the resilience of individuals facing incredible challenges brought about by the pandemic, such as Libyan and Yemeni doctors fighting for the lives of coronavirus patients in the midst of civil wars in their countries. Its networks also highlighted efforts to help those in need as their governments started imposing lockdowns, reporting on volunteers who delivered food and other necessities to the elderly, the poor, and those living in very remote areas.

MEASURES OF IMPACT

In FY 2020 USAGM continued to implement its Impact Model, which tracks networks' performance against indicators aligned with the agency's mission to inform, engage, and connect with foreign audiences, media, and government.

Indicators include weekly audience numbers; perceived trustworthiness of content; content sharing; content co-creation with affiliates; perceived uniqueness of news (i.e., not available elsewhere); increased understanding of current events; and recognition—positive or negative—by foreign governments.



WEEKLY AUDIENCE

Measured weekly audience captures the number of people consuming USAGM products – radio listeners, TV viewers, and online users – and is the number of adults (15+) who “listened, watched or saw online materials.” It is the standard measure of audience reach for USAGM and other international broadcasters. This number is estimated by scientific survey using probability sampling to identify and project audience members in a given population.

Wherever possible, USAGM-commissioned surveys are national in scope, including rural and economically marginal populations that are typically excluded from commercial media studies but whose behavior is critical for understanding USAGM’s audience and tracking performance.



Although USAGM has conducted surveys in more than 100 countries and territories, and continuously looks for creative methods of sharing or buying research from commercial media studies, the agency cannot survey everywhere that an audience might possibly exist, and the estimate may therefore reflect an undercount.

Measured audience size and its expression as a percentage of the adults within a population, is not the same as “popularity” or “preferred source of news” – indicators sometimes cited by other polls. Weekly audience is also not the same as “footprint” or the number of people who have access to broadcasts. Measured audience size is in keeping with the standards of the Conference of International Broadcasting Audience Researchers, and is a key indicator of success for international broadcasters in a local market.

QUALITY RESEARCH

USAGM commissions international audience research from companies specializing in public opinion research of foreign populations. This initiative, known as the agency’s International Audience Research Program (IARP), awards research projects using a competitive-bidding process, ensuring that work is carried out by a diverse group of firms that can provide the government with insightful data at best value. The agency maintains central research standards and monitors compliance with technical requirements throughout the research implementation period.

In addition to commission research, USAGM has also relied on industry experts such as AC Nielsen and others for market data, although only surveys using USAGM's standard questions and meeting its methodological and quality-control criteria are currently used to estimate audience reach.

Following rigorous review of data quality, population statistics, and local market conditions during data collection, performance values are computed by the USAGM Office of Policy and Research and verified by each network's research director.

INVESTMENT IN RESEARCH

In FY 2020, the agency continued to expand its acquisition of digital analytics sources and to lay the groundwork for future upgrades in research methodology. Research funding obligated in FY 2020 was just over \$3.6 million, which was divided among quantitative and qualitative research (\$1.9 million), digital analytics and related services (\$1.5 million), and third-party research (\$210,000).

HARD TO REACH LOCALES

USAGM commissions research in the overwhelming majority (95 percent) of its target countries and regions, except for a small group of countries where geopolitics make it dangerous to conduct research activities and/or the government has severely restricted press freedom. In countries where information is tightly controlled and tuning in to foreign broadcasts is sometimes illegal or where populations are hard to access, audiences can be difficult to measure.

The FY 2020 audience figures do not include data for Eritrea, North Korea, Syria, or Tibetan and Uyghur regions of China, because political risk has made it impossible to carry out representative surveys in the target regions. In addition, there are other countries and regions with small populations that have not been surveyed due to limited resources, including Oman and the Russian regions served by RFE/RL's North Caucasus and Tatar-Bashkir language services.

METHODOLOGY

Quantitative audience measurement comprises national (and to a smaller extent and sub-national or urban) surveys, utilizing face-to-face interviews whenever possible and phone interviews in restricted environments.

Random probability sampling is used where possible, and sample sizes range from 1,000-5,000 respondents. Probability sampling means that survey participants are chosen such that each unit of the population has a known probability of being surveyed. The use of random probability sampling allows a researcher to make extrapolations to the wider population.

Non-representative surveys are surveys that do not employ random probability sampling, and thus cannot be extrapolated to the population. These would include surveys of diaspora or refugee populations.

BY THE NUMBERS

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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 an audience of 354 million in more than 90 countries.

USAGM networks include the Voice of America, Radio Free Europe/Radio Liberty, the Middle East Broadcasting Networks (Alhurra Television and Radio Sawa), Radio Free Asia, and the Office of Cuba Broadcasting (Radio Televisión Martí).

WORLDWIDE OPERATIONS

More than
50 Overseas bureaus and production centers

Nearly
200
Operational transmitters for TV, FM, MW & SW at 100 transmission sites in over 40 countries worldwide

AFFILIATES

99
Number of USAGM affiliates that air custom or interactive segments



Over **4,100** television, radio and digital affiliates across the globe

FY 2020 BUDGET
\$810.4 million

EMPLOYEES
3,694 (enacted FY2020, on-board positions)

LANGUAGES
62

AUDIENCE
354 million



DIGITAL GROWTH
30 million
Weekly Average
Web & Mobile Visits

Social Media EXPANSION
USAGM networks engage with audiences on:

- Facebook
- Twitter
- YouTube
- Instagram
- OK.ru
- Vkontakte
- WhatsApp
- WeChat