

FAST FACTS

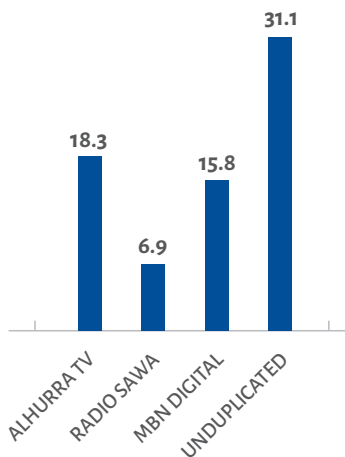
HEADQUARTERS
Springfield, VA

ANNUAL BUDGET
\$108.9 million
(FY21)

LANGUAGE
Arabic

AUDIENCE
31.1 million (FY21)

WEEKLY REACH
(in millions)



83.2%
OF PAST WEEK ALHURRA
VIEWERS IN SAUDI ARABIA
SAY THE CHANNEL
IS TRUSTWORTHY

The Middle East Broadcasting Networks (MBN) is a 24/7 Arabic-language media organization that is comprised of two television networks (Alhurra and Alhurra-Iraq), Sawa radio's two dedicated streams (Iraq and the Levant), and multiple digital properties (Alhurra.com, RadioSawa.com, Irfaasawtak.com, ElSaha.com and MaghrebVoices.com). MBN's networks provide an undistorted line of engagement with the people of the Middle East and North Africa.

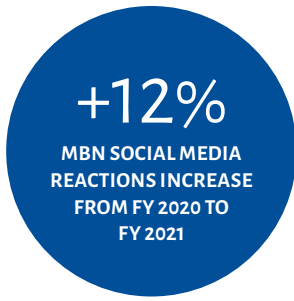


PROGRAMS

MBN serves a niche in a cluttered media marketplace, by focusing on stories not found on other outlets in the region. It creates the space for new topics and perspectives and provides a voice to independent, reformist thinkers. MBN's programming encourages open debates to engage audiences on issues that are considered sensitive in the region (e.g. political Islam, freedom of religion and women's rights).

MBN uses a multiplatform approach to deliver its distinctive content to audiences across the region. By incorporating television, digital and radio, audiences can access MBN's news and programming in a way that is native to them.

Alhurra Television and Sawa radio produce 24 hours of news and information per day that is tailored to their audiences. Their programs sharply define the networks as a place to find liberal voices that address topics such as freedom of



“Alhurra Iraq is the best channel (for Iraqi news) because it is independent and better than the rest of the Iraqi channels, which are politicized.”

–25 year old Iraqi participant in 2017 in-depth interviews

expression, critical thinking and human rights head on. The networks host experts and analysts to provide context and a variety of perspectives, as well as an op-ed section on Alhurra.com that brings together the opinions of a broad spectrum of respected journalists and researchers. Alhurra also has a strong investigative unit uncovering untold stories and taboo issues in the region and beyond.

MBN is unique within U.S. International Media. It is as a hybrid of other USAGM entities by being a source of local, regional and global news; with emphasis on covering U.S. policy and American culture of interest to the region. It provides unfiltered access to American politics and people, by having correspondents at the White House, State Department, Congress and Pentagon. MBN also has a team of U.S.-based correspondents that highlight stories about America and the American people.

MISSION

MBN’s mission is to expand the spectrum of ideas, opinions, and perspectives available in the media of the Middle East and North Africa; provide objective, accurate, and relevant news and information; and accurately represent America, Americans, and American policies. Through its multimedia broadcasts, MBN seeks to inform, engage, and connect with the regions’ people in support of universal freedoms.

IMPACT

Freedom House’s 2019 report on Global Press Freedom showed that the countries MBN broadcast to are rated 0 or 1, the lowest level of press freedom. MBN’s media outlets serve as a source for accurate and objective news and analysis. MBN’s impact is evident every day, through the numerous Arabic-language media outlets that quote Alhurra and Sawa’s reporting, showing that the networks are a trusted source of news by other media organizations and in the region. Citations of MBN’s reporting in the Arabic press augments the number of people who have access to impartial news and liberal voices.

MBN provides perspectives not found on other media outlets. When Turkish soldiers and warplanes attacked the Kurdish communities in Northern Syria, Alhurra was on the ground to give the Kurdish people a voice to tell their stories. The network also provided viewers a firsthand look at the suffering in Afrin and the concerns of religious minorities. “Alhurra Investigates” unveiled the corruption of Iraqi religious leaders, both Sunni and Shia — charges that were widely suspected, but until Alhurra’s reporting were untouchable in the local media. The report highlighted the importance of transparency and accountability of all people, no matter what their position.