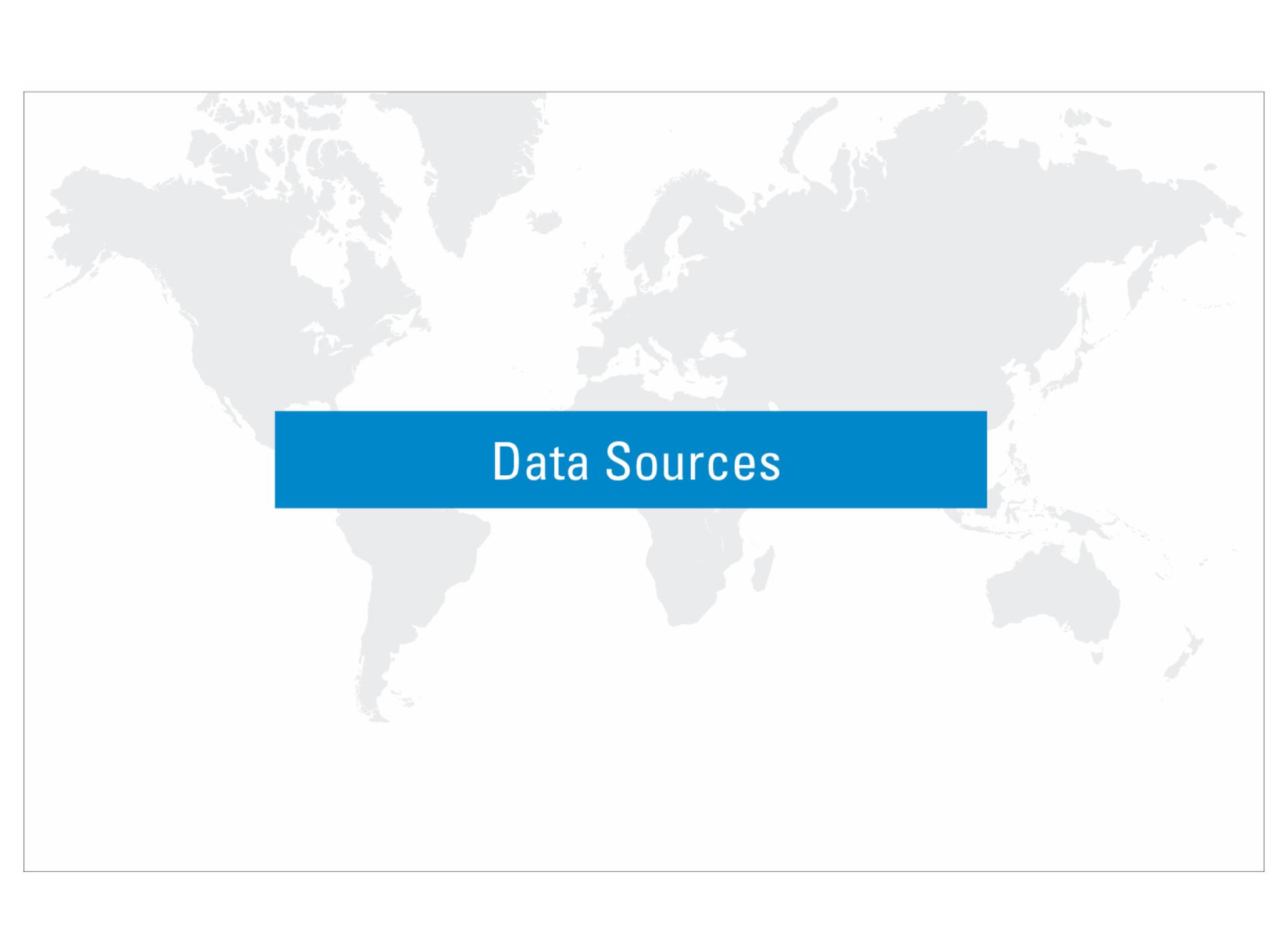
A light gray world map is centered in the background of the slide. A blue rectangular box is overlaid on the map, containing the title text.

Radio Sawa and Alhurra TV: Performance Update

June 20, 2008



Broadcasting
Board of
Governors

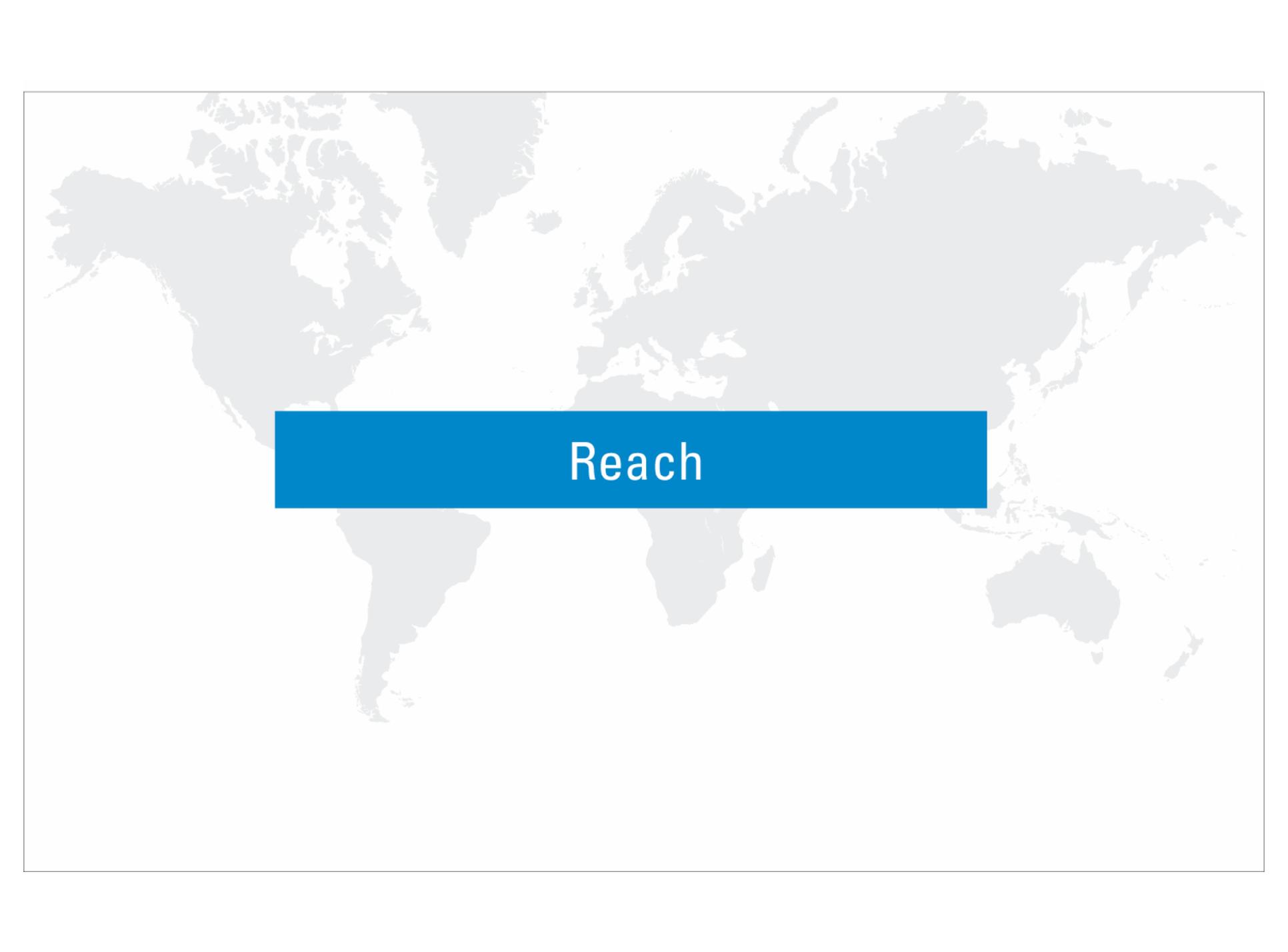
A light gray world map is visible in the background, showing the outlines of continents and oceans. A solid blue horizontal bar is centered across the map, containing the text "Data Sources" in white.

Data Sources

Alhurra & Radio Sawa Surveys

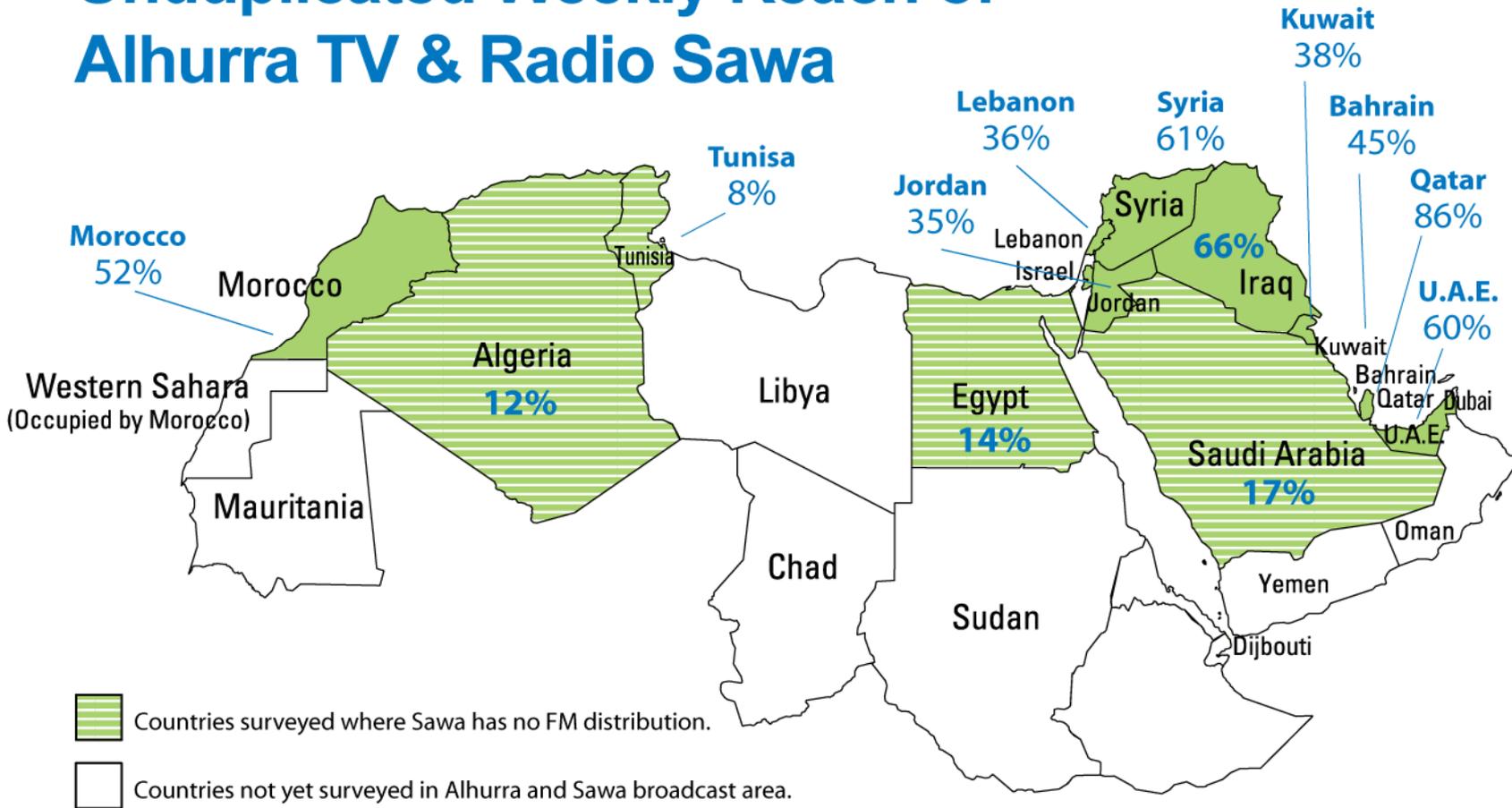
COUNTRY	YEAR OF LATEST SURVEY	COVERAGE	SAMPLE SIZE	ALHURRA MOE*	SAWA MOE*
Jordan	2007	National	1,500	1.94%	2.10%
Iraq	2007	National	2,000	2.18%	1.92%
Egypt	2007	National, with exception of frontier governorates (< 2% of population not covered)	1,995	1.19%	1.19%
Morocco	2007	Urban centers with population of 20,000 or greater	2,000	2.03%	2.12%
Lebanon	2007	National	1,001	2.87%	1.68%
Saudi Arabia	2007	National, but coverage limited to citizens and Arab expats only	2,004	1.52%	.95%
UAE	2007	Emirates of Abu Dhabi and Dubai, survey limited to citizens and Arab expats only	1,225	2.10%	2.79%
Kuwait	2007	National, but coverage limited to citizens and Arab expats only	1,201	2.07%	1.53%
Algeria	2007	Urban centers of 10 Northern provinces	1,504	1.52%	NA
Bahrain	2006	Capital only	1,200	2.57%	2.38%
Qatar	2006	Capital only	1,000	2.98%	2.81%
Tunisia	2006	Eleven governorates	1,507	1.37%	NA
Syria	2008	Telephone survey (75% population coverage)	1,502	2.52%	2.29%

Survey research for Alhurra TV and Radio Sawa in the Middle East is done by ACNielsen and D3 Systems (for Iraq and Syria only) through the BBG's global research program independently managed by the Washington, DC-based research firm Intermedia. Unless otherwise noted, interviews are face-to-face among adults (aged 15+) *MOE= Margins of error. Margins of error at 95% confidence level, based on assumptions of simple random sampling. Multi-stage cluster sample designs were used except in the Gulf countries, where some adaptations of random household selection procedures were required to comport with local cultural norms.

A light gray world map is centered in the background of the slide. A solid blue horizontal bar is positioned across the middle of the map, containing the word "Reach" in white text.

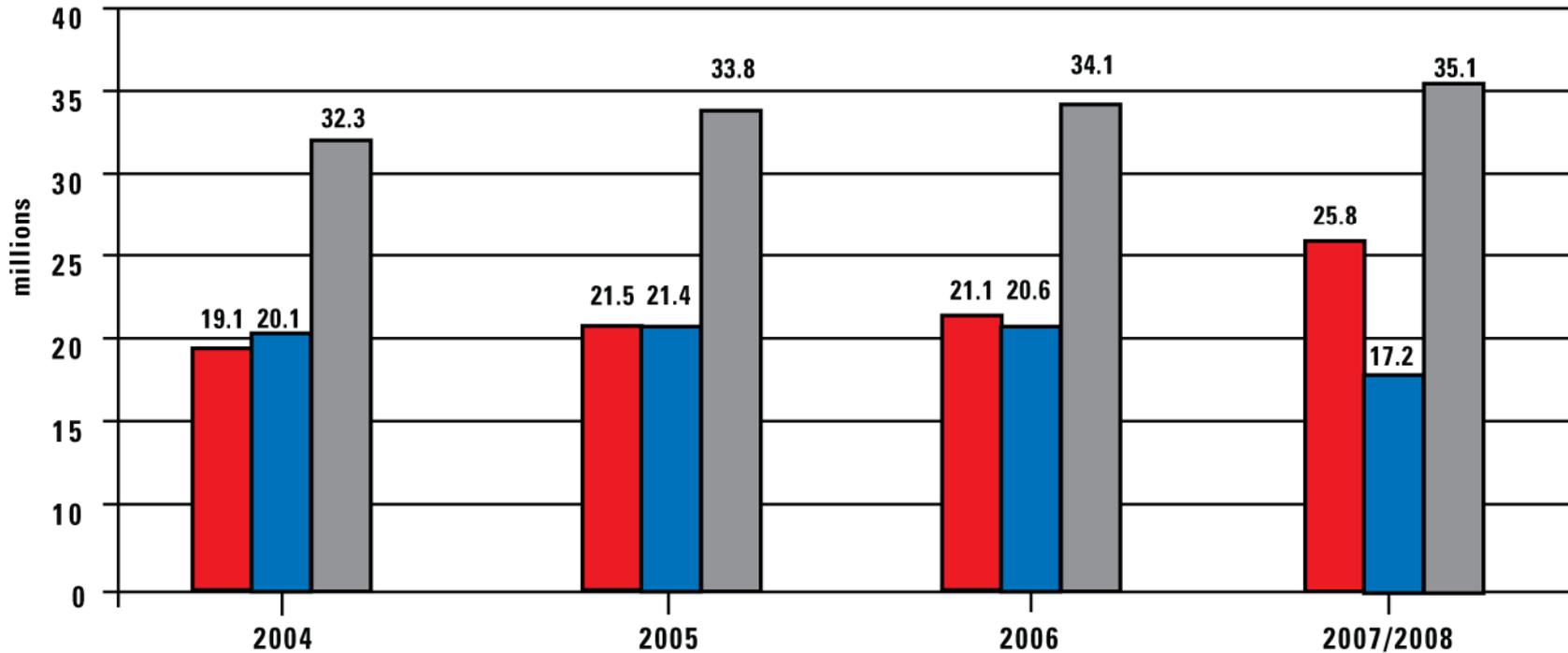
Reach

Unduplicated Weekly Reach of Alhurra TV & Radio Sawa



Total Audience of Alhurra TV and Radio Sawa

■ Alhurra TV ■ Radio Sawa ■ MBN Unduplicated Audience



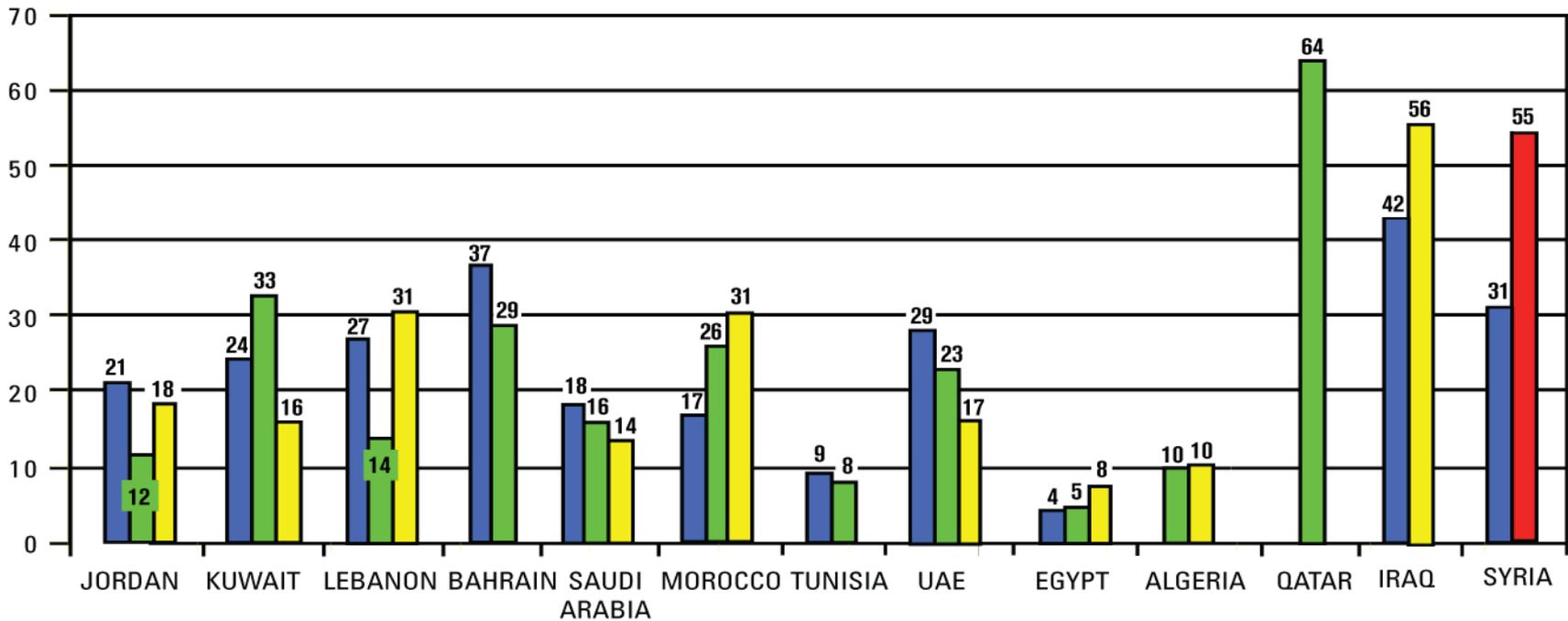
Alhurra TV and Radio Sawa Weekly Audiences by Country

Country	Alhurra Weekly Audience	Radio Sawa Weekly Audience	Internet Weekly Audience	Combined Unduplicated Weekly Audience
Algeria	410,607	46,927	7,821	449,712
Bahrain	168,192	134,320	na	261,632
Egypt	3,786,706	3,934,240	196,712	6,786,564
Iraq	9,017,498	4,151,941	470,337	10,817,754
Jordan	657,153	793,611	25,137	1,260,441
Kuwait	165,726	318,153	4,092	391,809
Lebanon	871,182	233,454	11,388	1,019,226
Morocco	3,029,876	3,625,918	387,427	5,165,691
Qatar	444,213	489,258	na	598,059
Saudi Arabia	1,422,804	481,243	41,847	1,747,120
Syria	5,134,038	2,736,273	na	5,745,233
Tunisia	596,292	15,096	na	611,388
UAE	80,676	262,926	7,776	290,628
Total Audience	25,784,963	17,223,360	1,152,537	35,145,257

Alhurra Viewing Trends 2005-2008

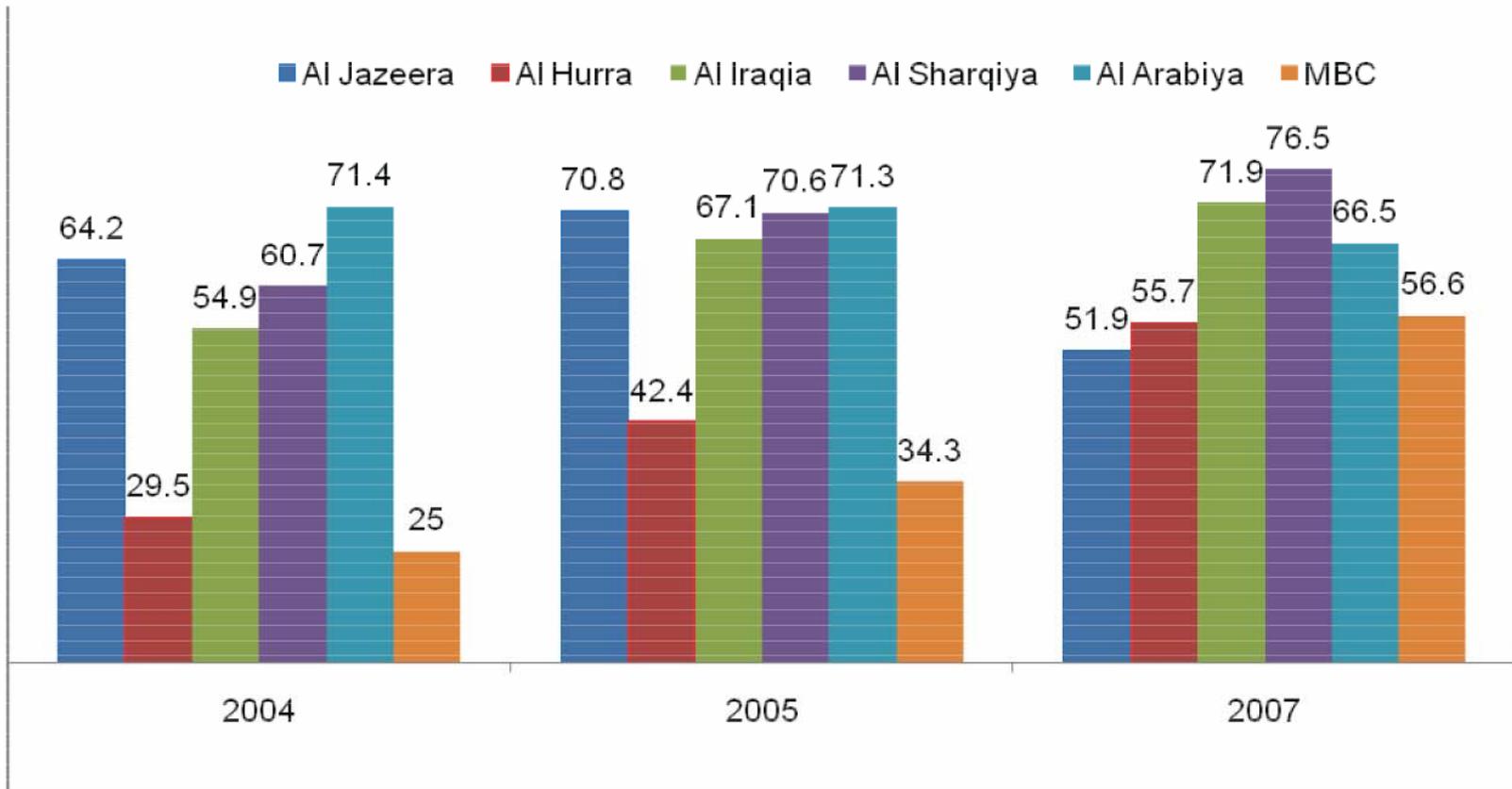
Percent of adults viewing at least once in previous 7 days

■ 2005 ■ 2006 ■ 2007 ■ 2008



* 2005 InterMedia face-to-face interviews in Syria. 2008 InterMedia computer-assisted telephone survey in Syria. These surveys are not comparable due to different sampling.

Weekly Viewership of Top 6 Broadcasters in Iraq 2004-2007



Radio Sawa Listening Trends 2005-2008

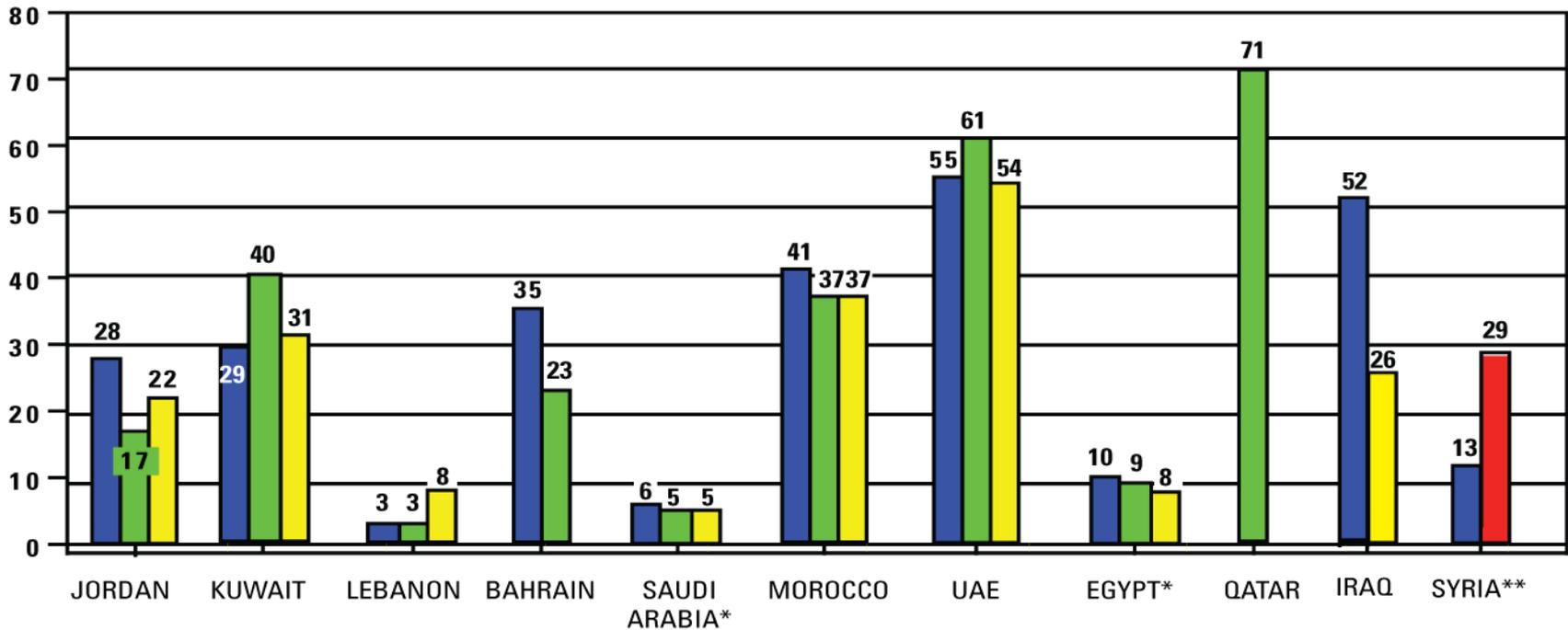
Percent of adults listening at least once in previous 7 days

■ 2005

■ 2006

■ 2007

■ 2008

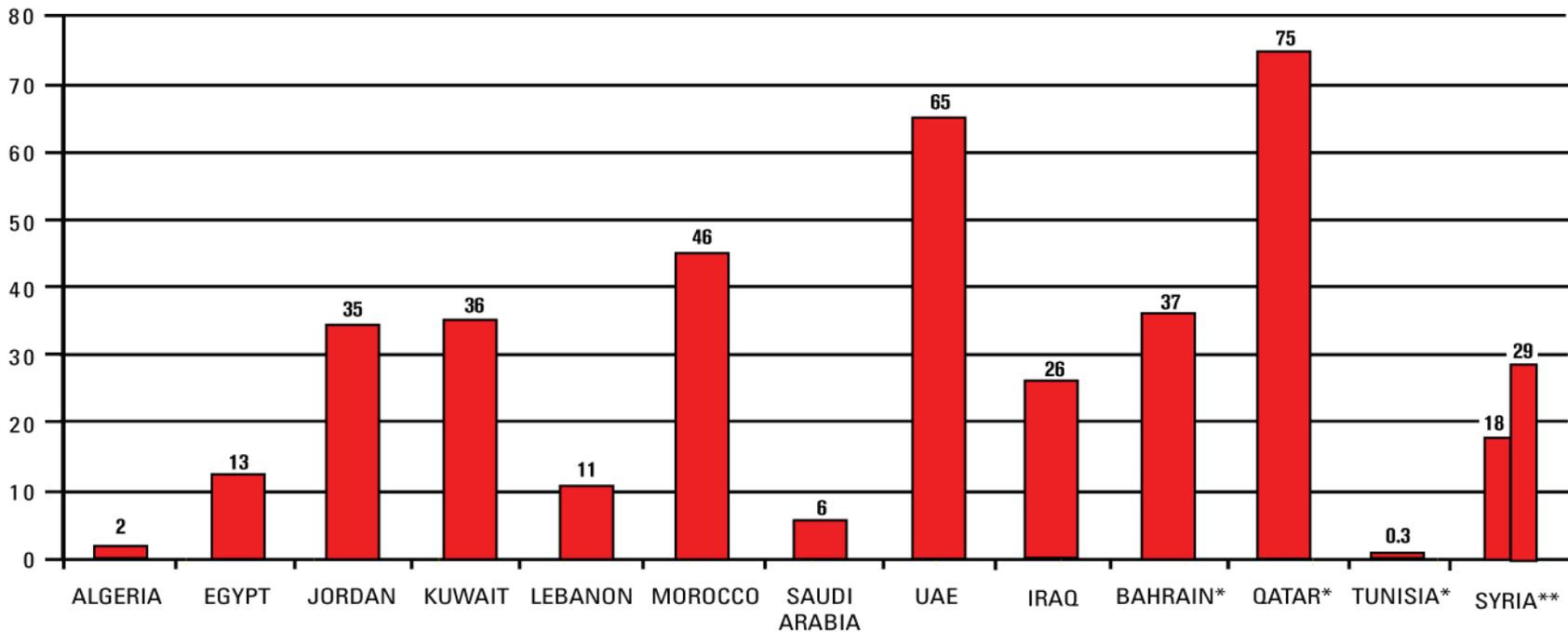


* Countries where Radio Sawa has no FM reach

** 2005 InterMedia face-to-face interviews in Syria. 2008 InterMedia computer-assisted telephone survey in Syria. These surveys are not comparable due to different sampling.

Listening to Radio Sawa Among Young Adults

Percent of respondents ages 15-29 listening in previous 7 days



Source: InterMedia Surveys in Algeria, Egypt, Jordan, Kuwait, Lebanon, Morocco, Saudi Arabia, and Dubai and Abu Dhabi, 2007

* Source: InterMedia Surveys in Bahrain, Qatar and Tunisia, 2006

** 2005 InterMedia face-to-face interviews in Syria. 2008 InterMedia computer-assisted telephone survey in Syria.

These surveys are not comparable due to different sampling.

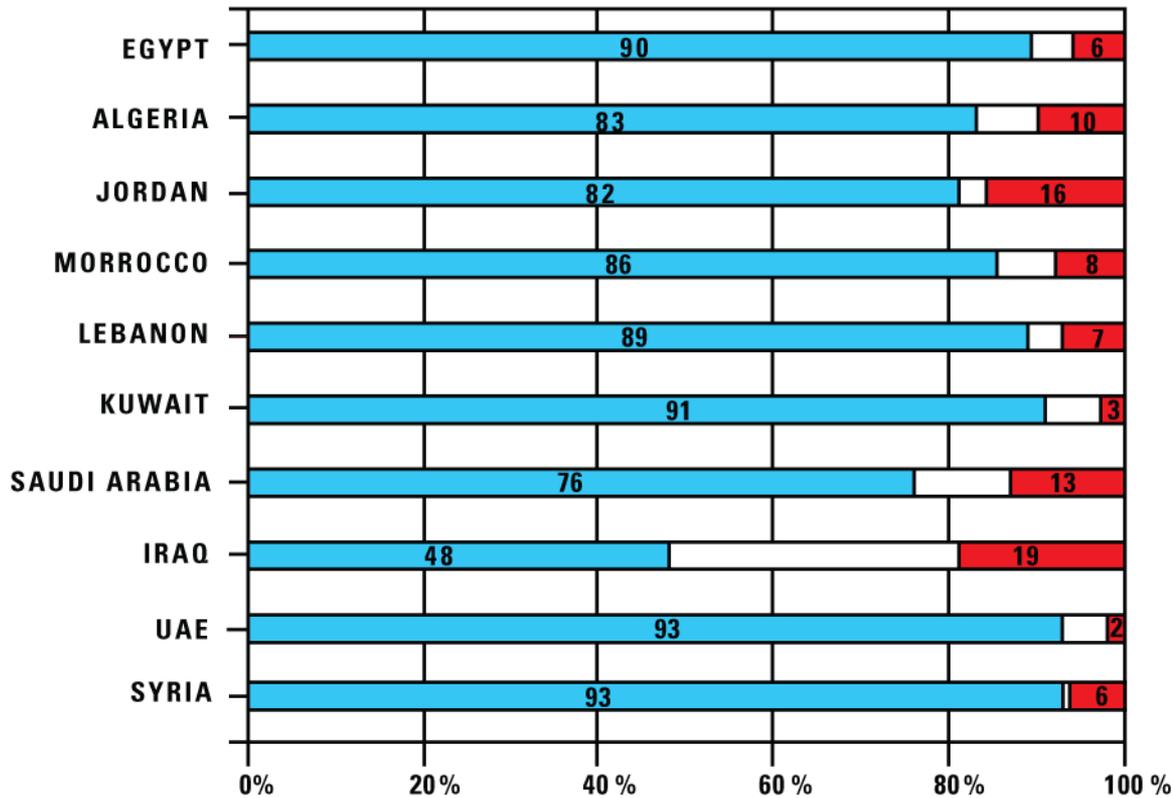
A light gray world map is centered in the background of the slide. A solid blue horizontal bar is positioned across the middle of the map, containing the word "Reliability" in white text.

Reliability

Reliability of Alhurra

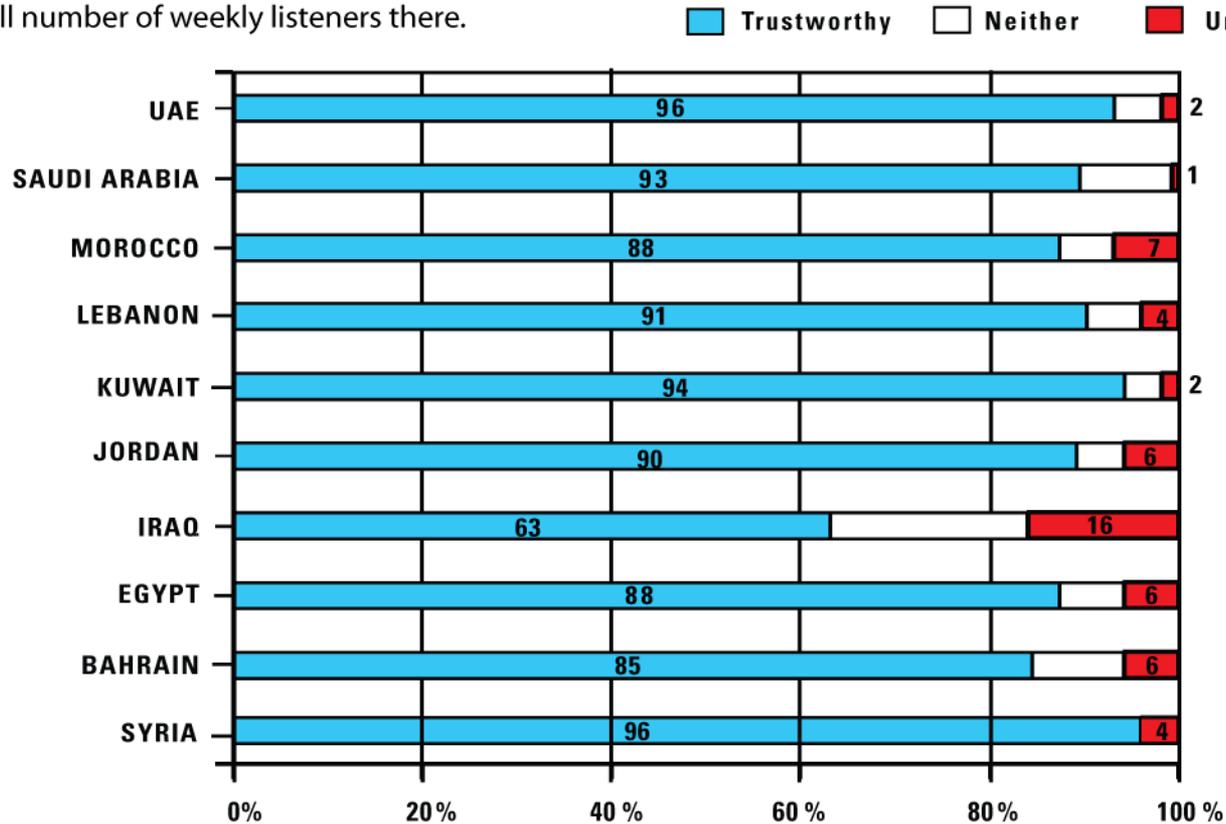
Base: Past week viewers. Figures show percentage of viewers rating Alhurra "Very" or "Somewhat" Trustworthy and percentages rating it "Very" or "Somewhat" Untrustworthy.

Trustworthy Neither Untrustworthy



Reliability of Radio Sawa

Base: Past week viewers. Figures show percentage of listeners rating Radio Sawa "Very" or "Somewhat" Trustworthy and percentages rating it "Very" or "Somewhat" Untrustworthy. Only countries surveyed in 2007 are shown. Algeria not included due to small number of weekly listeners there.





Understanding

“Understanding” Question

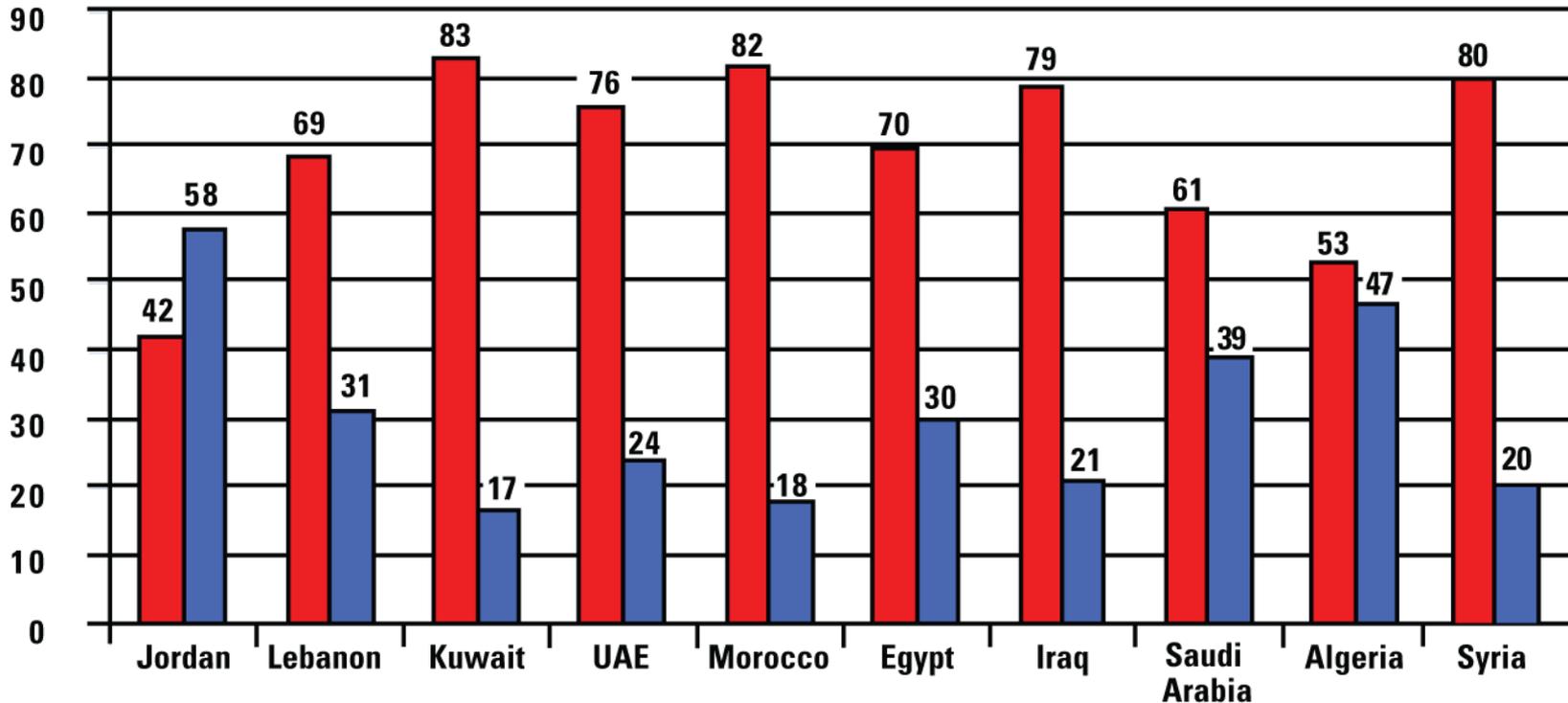
Q: To what extent has your listening to Radio Sawa/viewing of Alhurra increased your understanding of: current events/American culture and society/U.S. policies?

- A great deal
- Somewhat
- Very little
- Not at all
- Don't know/Not relevant

Alhurra's Contribution to Viewers' Understanding of Current Events

Base: Past-week viewers of Alhurra. "Don't knows" excluded from analysis.

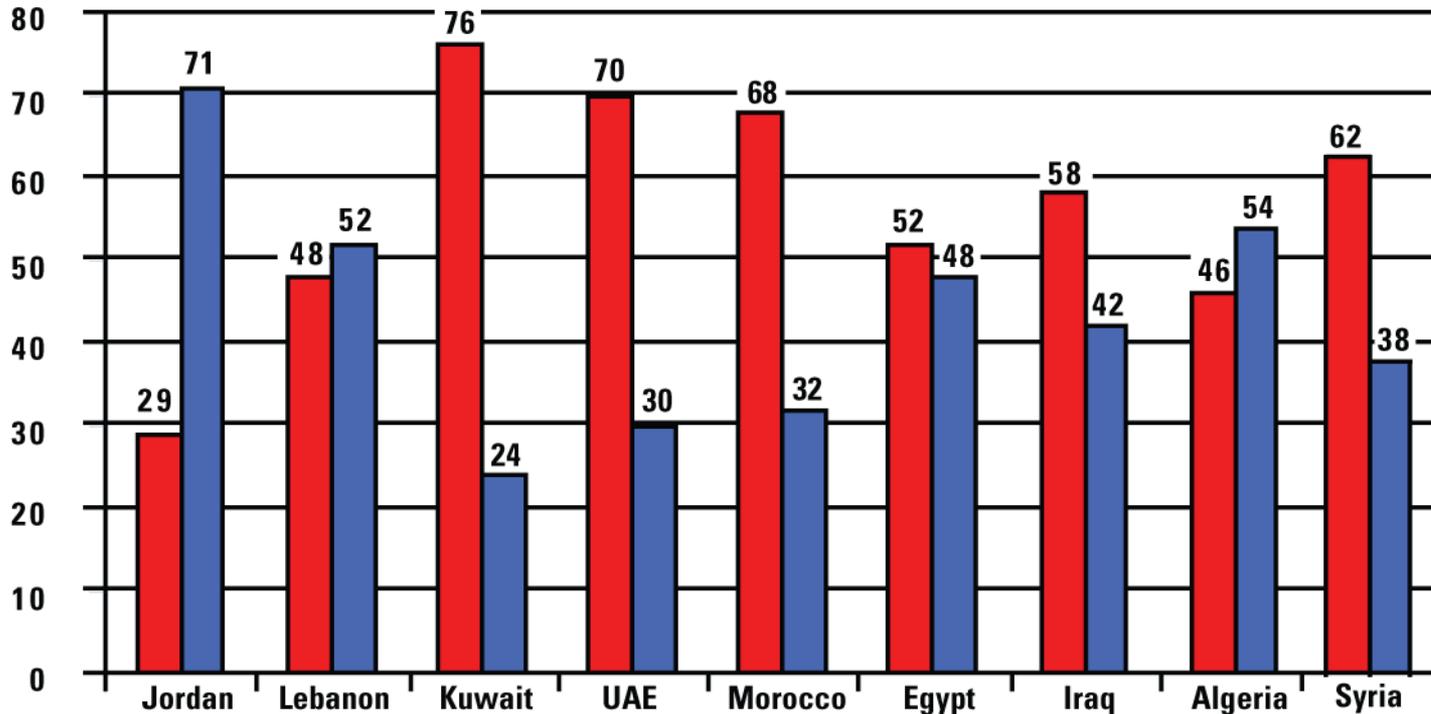
Great Deal/Somewhat **Very Little/Not At All**



Alhurra's Contribution to Viewers' Understanding of U.S. Culture & Society

Base: Past-week viewers of Alhurra. "Don't knows" excluded from analysis. Question not asked in Saudi Arabia.

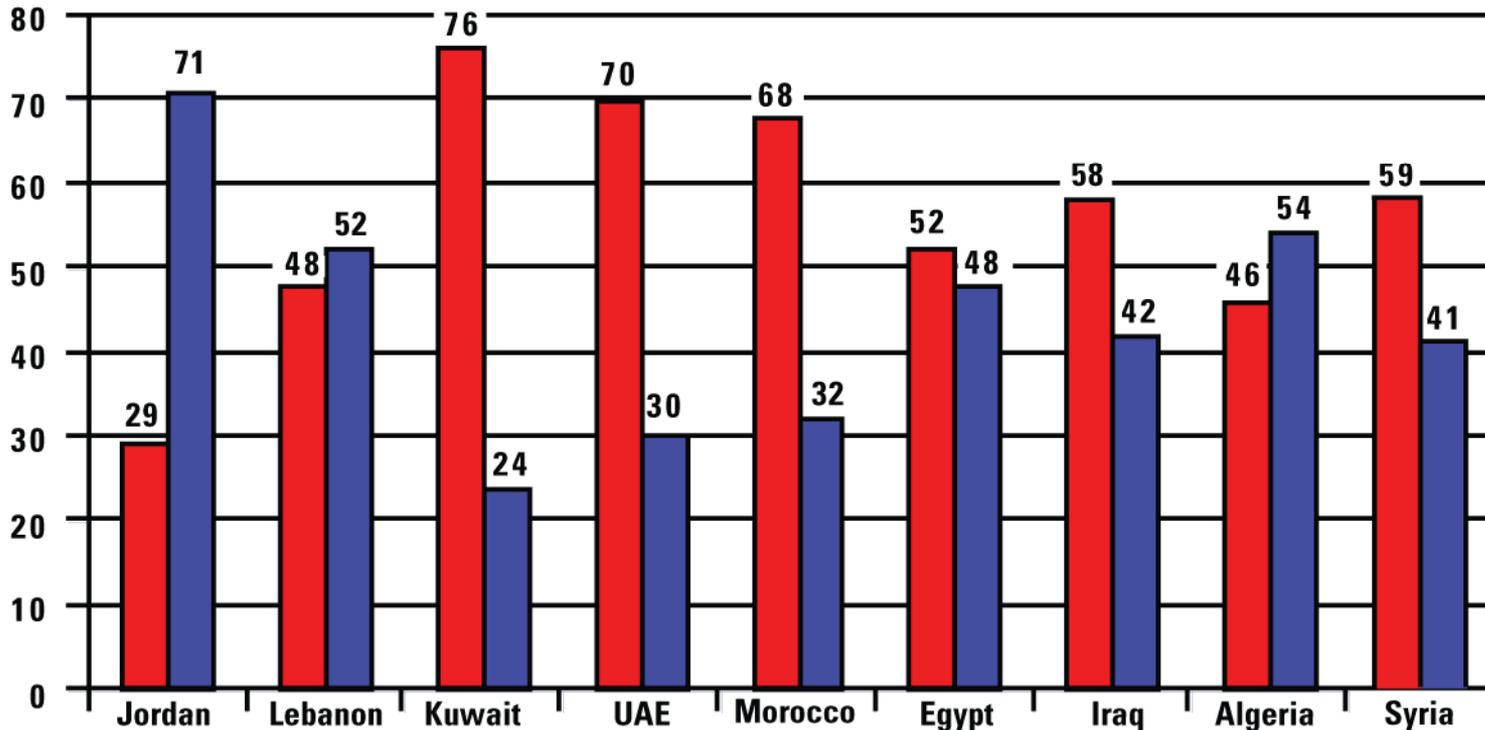
Great Deal/Somewhat **Very Little/Not At All**



Alhurra's Contribution to Viewers' Understanding of U.S. Policies

Base: Past-week viewers of Alhurra. "Don't knows" excluded from analysis. Question not asked in Saudi Arabia.

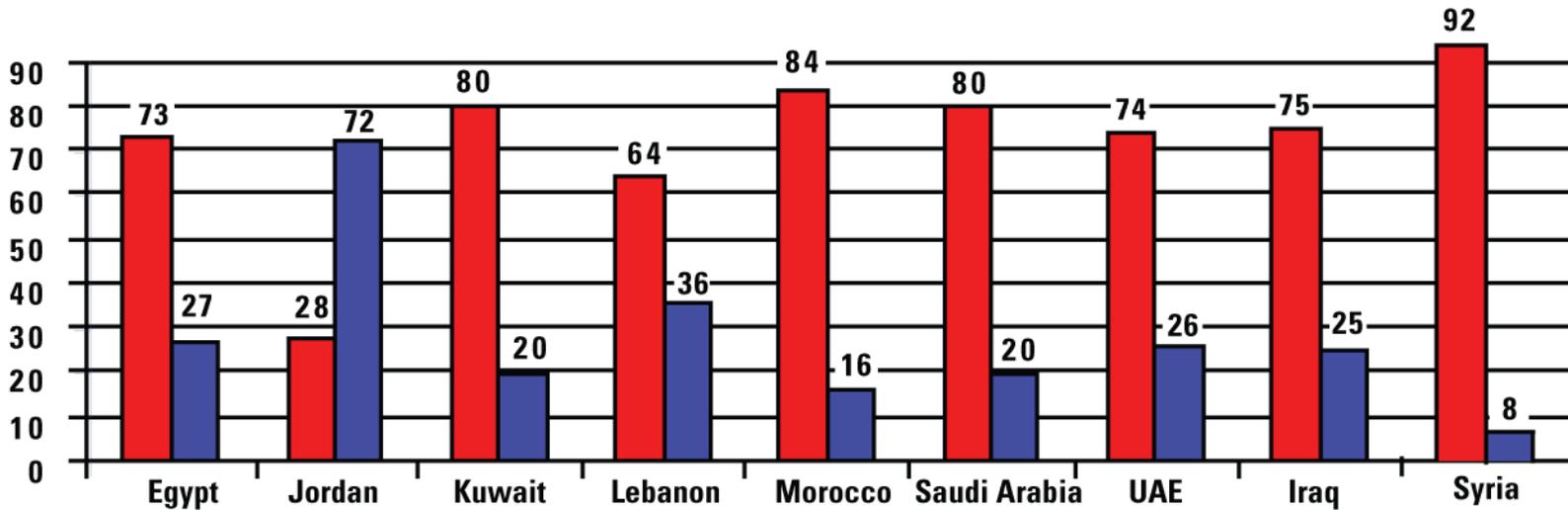
Great Deal/Somewhat **Very Little/Not At All**



Radio Sawa's Contribution to Listeners' Understanding of Current Events

Base: Past-week Radio Sawa listeners. "Don't knows" excluded from analysis.

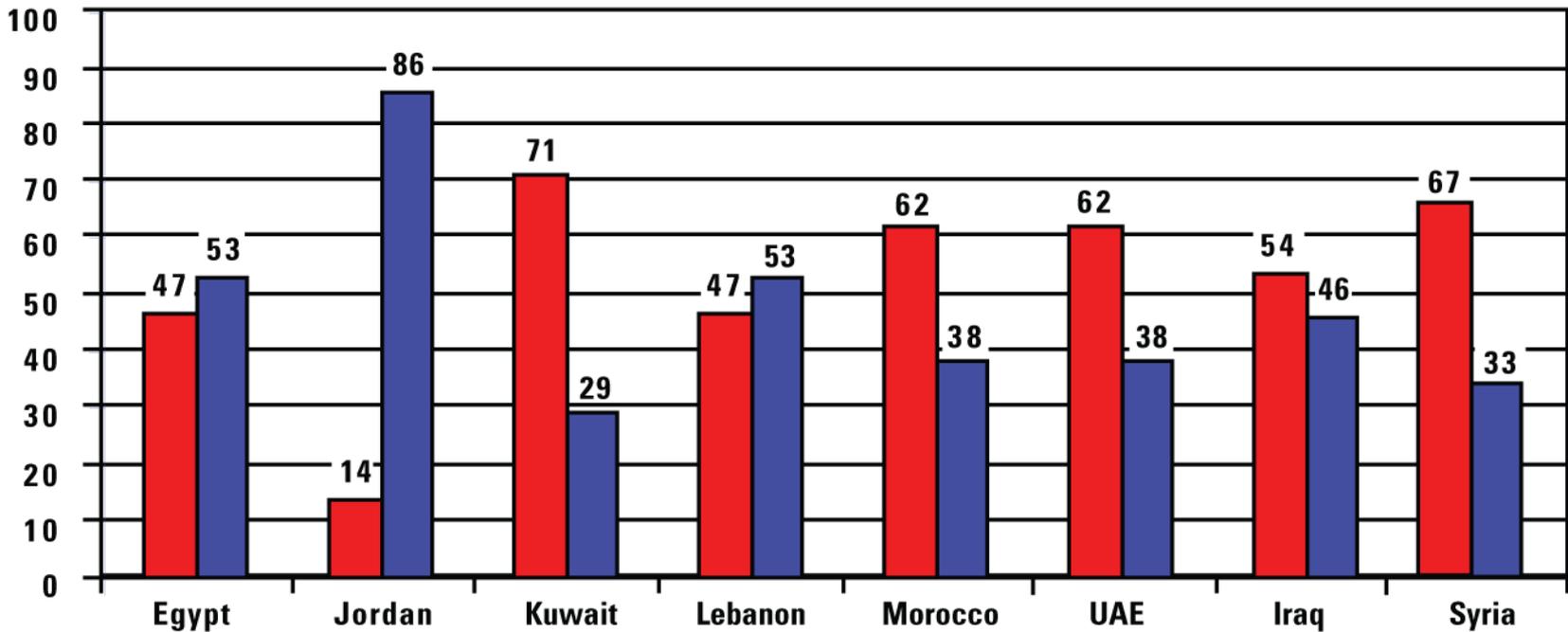
Great Deal/Somewhat **Very Little/Not At All**



Radio Sawa's Contribution to Listeners' Understanding of U.S. Culture & Society

Base: Past-week listeners of Radio Sawa. "Don't knows" excluded from analysis. Question not asked in Saudi Arabia.

■ Great Deal/Somewhat **■ Very Little/Not At All**



Radio Sawa's Contribution to Listeners' Understanding of U.S. Policies

Base: Past-week listeners of Radio Sawa. "Don't knows" excluded from analysis. Question not asked in Saudi Arabia.

Great Deal/Somewhat **Very Little/Not At All**

