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## BBG Global Audience Estimate From the FY 2012 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 2012, BBG broadcasters reached 175 million people weekly in unduplicated audience worldwide - including radio, television and Internet – down from 187 million in 2011.

**TV** – 92 million people

**Radio Audience** – 95 million people

**Internet/SMS** – 12-13 million people

**Unduplicated Audience Across All Media** – 175 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 broadcasters.

### Audiences by Broadcast Organization

	FY 2012	FY 2011	FY 2010	FY 2009
VOA	134.2	141.1 (All Media)	122.5 (Radio + TV)	124.5 (Radio + TV)
MBN	30.9	35.5	35.2	35.7
MBN (Sawa)	13.4	14.9	17.6	16.4
MBN (Alhurra)	22.9	26.7	26.2	27.7
OCB	NA	NA	NA	NA
RFE/RL	23.4	24.3	18.4	17.6
RFA*	10.7*	11.9*	NA	NA

\*RFA cannot consistently measure audiences in half of its markets, where consumption of international media is discouraged or prohibited.

NA - Surveys conducted in politically repressive environments that are generally hostile to international broadcasting. Because individuals in these countries are discouraged or even prohibited by their governments from listening to U.S. international broadcasts, actual audience can be difficult to measure.

## Top 10 Audiences

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

### Largest Audiences by Country for U.S. International Broadcasting

Largest Audiences (Weekly unduplicated)			
2012	2011	2010	2009
Indonesia 21,102,489	Indonesia 38,459,681	Indonesia 25,433,015	Nigeria 22,317,020
Nigeria 19,645,836	Nigeria 23,460,060	Nigeria 20,061,182	Indonesia 16,283,333
Iran 14,059,365	Afghanistan 13,517,280	Iraq 14,039,225	Iran 14,513,543
Afghanistan 13,517,280	Iraq 12,440,055	Iran 10,373,316	Iraq 11,698,107
Iraq 12,440,055	Burma 10,271,060	Afghanistan 10,337,600	Pakistan 11,194,330
Burma 8,201,973	Egypt 9,321,174	Burma 8,540,000	Afghanistan 9,860,290
Ukraine 7,223,742	Ukraine 5,289,516	Pakistan 7,636,200	Egypt 8,114,370
Ethiopia 7,014,741	Tanzania 4,835,256	Egypt 6,951,384	Ukraine 6,638,340
Tanzania 4,835,256	Syria 4,279,076	Tanzania 4,835,256	Syria 5,745,233
Syria 4,279,076	Morocco 4,192,157	Morocco 4,281,563	Tanzania 5,548,032

### Countries with the Highest Percentage of Audience Reach

Highest % Reach (Weekly unduplicated)			
2012	2011	2010	2009
Somalia** 74.7	Afghanistan 74.5	Qatar* 86.3	Qatar* 86.3
Afghanistan 74.5	Iraq 66.9	Iraq 75.5	Iraq 72.7
Iraq 66.9	Somalia** 65.8	Rwanda 72.7	Rwanda 72.7
Kosovo 59.7	Haiti 62.6	Kosovo 67.5	Somalia** 66.8
Albania 48.9	Kosovo 59.7	Somalia** 65.8	Kosovo 64.8
UAE*** 48.4	Albania 48.9	Afghanistan 65.0	Syria **** 61.1
Kuwait 45.3	UAE*** 48.4	Haiti 50.1	Afghanistan 56.2
Armenia 41.7	Kuwait 45.3	Albania 45.8	Haiti 50.1
Niger 38.8	Morocco ^ 42.2	Kuwait 45.3	Armenia 49.5
Oman 33.8	Armenia 41.7	UAE 45.0	Morocco 45.9

\*Research has not been conducted in Qatar since 2006, and results that are more than 5 years old are dropped.

\*\* Somalia results represent Mogadishu only for 2009-2011, Somaliland and Puntland for 2012.

\*\*\* UAE results are from four Emirates.

\*\*\*\* Syria results reflect telephone households only.

^ Morocco results reflect urban population only.

### The audience estimate includes research

- conducted within the past five years
- in more than 70 countries and territories and
- surveys represent 2.8 billion people in markets around the globe.

*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 broadcasts reach an audience of 175 million in 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).*