

BY THE NUMBERS

ANNUAL BUDGET FY 2023
\$881 million

EMPLOYEES
3,384

LANGUAGES
63

MEASURED AUDIENCE
420 million*

54 overseas bureaus and
production centers

Over **150** operational
transmitters for FM, MW, and SW
at more than 70 transmission sites
in two dozen countries worldwide.

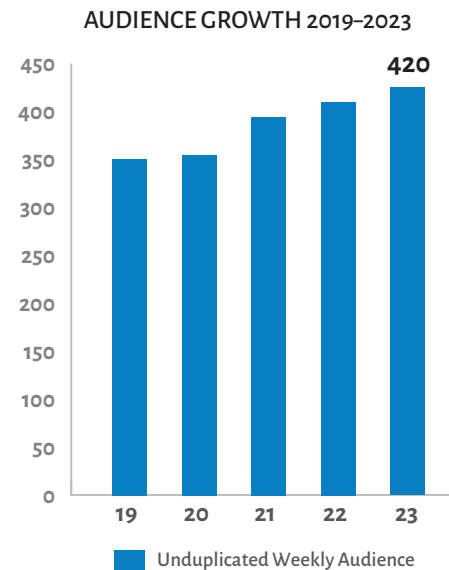
4,434 television,
radio, and digital affiliates
across the globe

606 radio and TV affiliate
networks that serve multiple
cities or markets

AUDIENCE GROWTH

Overall USAGM
growth was
20%
over the past four years,
now totaling

**420
MILLION***
unduplicated users
across all media



MEASURED WEEKLY AUDIENCE PERCENT GROWTH 2019–2023

VOA
354M **↑ 26%**

RFE/RL
42.1M **↑ 11%**

RFA*
Unreportable

MBN
34.1M **↑ 24%**

OCB
.8 M **↓ 20%**

*** Notes on Audience Reporting:** FY 2023 reporting for USAGM’s global audience does not include data for China due to government restrictions limiting USAGM’s ability to conduct comprehensive surveys of VOA and RFA programming in Mandarin and Cantonese since FY 2018. Additionally, USAGM is not able to measure RFA audiences in North Korea, Xinjiang (Uyghur service), and Tibet. As audience data is only available for four of RFA’s nine language services the network’s global audience is considered Unreportable, though any available RFA country data is included in USAGM global audience estimates.

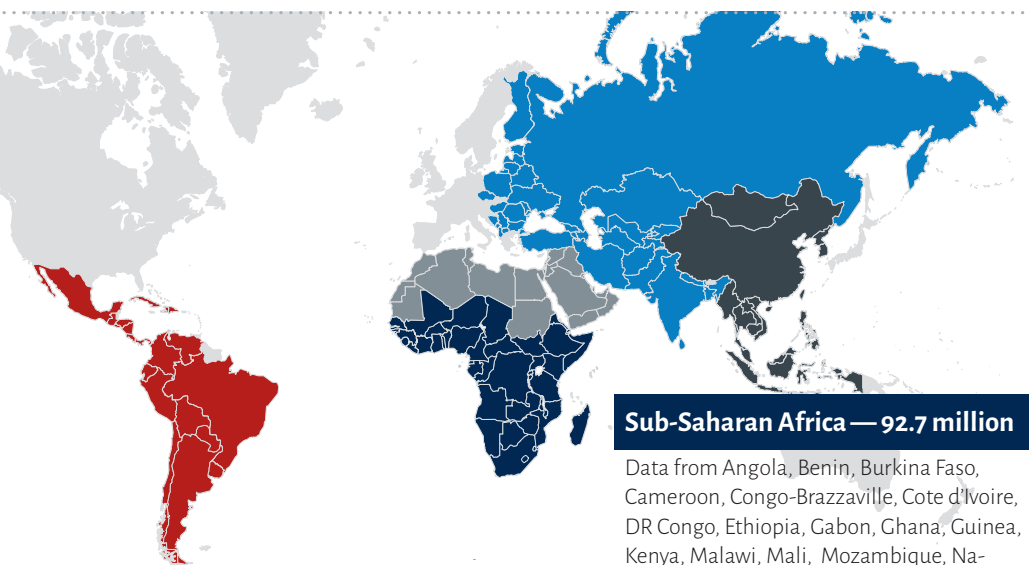
AUDIENCE BY REGION

Latin America — 101.3 million

Data from Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela. Reflects audiences for VOA and OCB.

Middle East and North Africa — 36.1 million

Data from Algeria, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, UAE, and Yemen. Current audience data unavailable for Bahrain, Mauritania, Oman, and Syria. Reflects audiences for MBN and VOA.



Sub-Saharan Africa — 92.7 million

Data from Angola, Benin, Burkina Faso, Cameroon, Congo-Brazzaville, Cote d'Ivoire, DR Congo, Ethiopia, Gabon, Ghana, Guinea, Kenya, Malawi, Mali, Mozambique, Namibia, Nigeria, Rwanda, Senegal, Somalia, South Africa, Tanzania, Togo, Uganda, Zambia, and Zimbabwe. Current audience data unavailable for Botswana, Burundi, Central African Republic, Chad, Eritrea, Niger, Liberia, Madagascar, Sierra Leone, and South Sudan. Reflects audiences for VOA.

DIGITAL AUDIENCES

Web and mobile traffic slowed in
FY 2023, after years of strong growth.
Since 2019, traffic to network
websites grew

45%

376 MILLION

weekly average digital video views
measured across websites and
social media platforms of all
networks/services in FY 2023.

Near East, South and Central Asia, West Asia, Eurasia — 100.2 million

Data from Afghanistan, Albania, Armenia, Azerbaijan, Bangladesh, Bosnia, Bulgaria, Chechnya, Crimea, Estonia, Georgia, Hungary, India, Iran, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Moldova, Montenegro, Nagorno-Karabakh, Nepal, North Macedonia, Pakistan, Romania, Russia, Serbia, Tajikistan, Turkey, Turkmenistan, and Ukraine. Current audience data unavailable for Belarus, Sri Lanka, and Uzbekistan. Reflects audiences for RFE/RL and VOA.

East and Southeast Asia — 89.8 million

Data from Burma, Cambodia, Hong Kong, Indonesia, Laos, Malaysia, Nepal, Philippines, South Korea, Taiwan, Thailand, and Vietnam. Current audience data unavailable for China, Mongolia and North Korea. Reflects audiences for RFA and VOA.

TOP TEN AUDIENCES FOR U.S. INTERNATIONAL MEDIA

WEEKLY UNDUPLICATED AUDIENCE
*Adults who listen/view/use programming at least
once a week, based on FY 2019–2023 survey data*

In millions	
Indonesia	64.8
Nigeria	37.4
Mexico	36.1
India	29.1
Iran	12.2
Peru	11.9
Russia	11.8
Iraq	9.3
Egypt	9.0
Turkey	8.9

As percentage of adult population represented by the survey

Afghanistan (mobile phone users only)	65.7
Somalia	64.8
Nicaragua	59.1
Palestinian Territories	53.0
Dominican Republic	50.5
El Salvador	48.9
Peru	48.6
Bolivia	46.9
Uruguay	41.8
Mexico	41.5

CIRCUMVENTION

USAGM's Open Technology Fund (OTF) provides a range of tools to help audiences overcome internet restrictions. In FY 2023, these tools saw significant year-on-year growth.

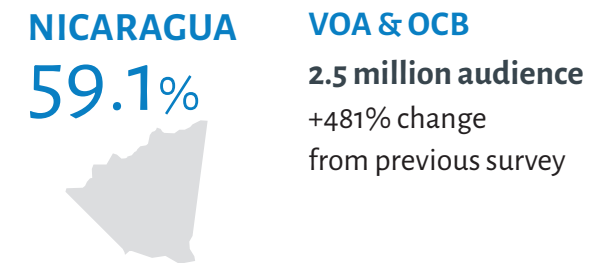
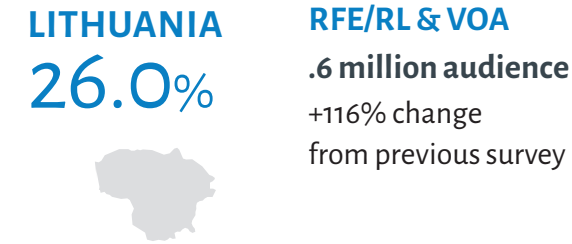
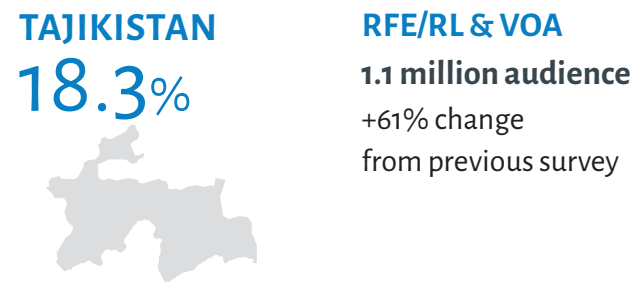
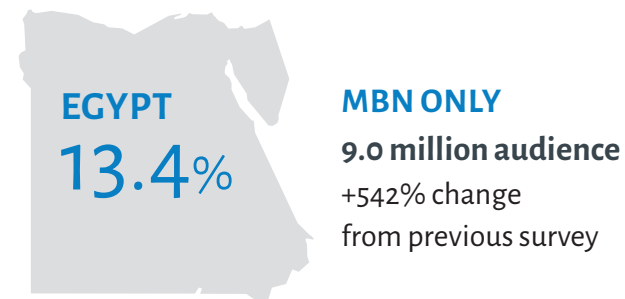
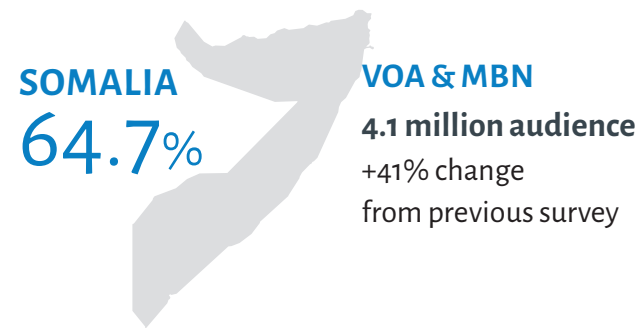
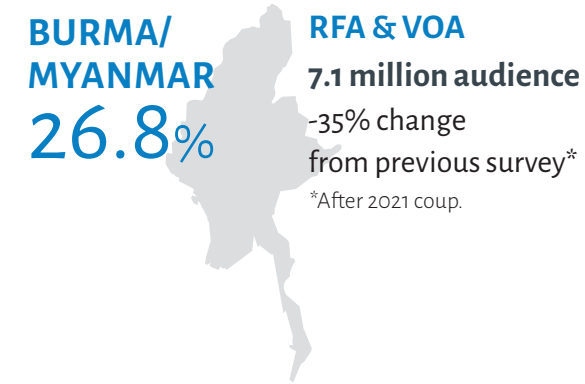
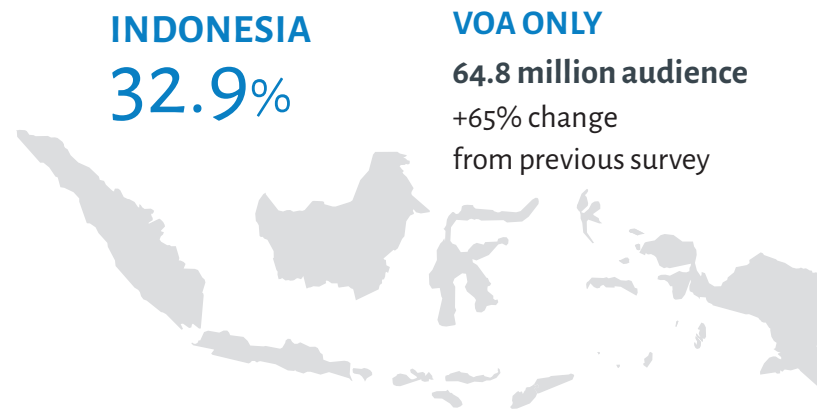
118%

increase in weekly unique users
6,500,000 in FY 2023

11%

increase in weekly unique visits
14,800,000 in FY 2022

SELECT NEW AUDIENCE REACH FINDINGS



For individual countries, the measured weekly audience is expressed as a percentage of the adult population covered by the survey.

USAGM measures and reports unduplicated audience, the number of individuals age 15+ who access content, counting a person only once, regardless of how many platforms or networks they use over the course of a week.

IMPACT MEASURES*

PROGRAM CREDIBILITY

Percentage of weekly audience who consider information to be very or somewhat trustworthy

	FY 2023 ACTUAL
VOA	85
RFE/RL	78
RFA	98
MBN	81
OCB	NA

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 2023 ACTUAL
VOA	78
RFE/RL	64
RFA	80
MBN	72
OCB	NA

*Note: Impact measures based on availability of sufficient survey data from target markets.

ABOUT USAGM

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 a measured audience of 420 million people in more than 100 countries. USAGM networks include the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks (Alhurra Television and Radio Sawa), the Office of Cuba Broadcasting (Radio Televisión Martí), and the Open Technology Fund (OTF).

