

FAST FACTS

HEADQUARTERS
Washington, DC

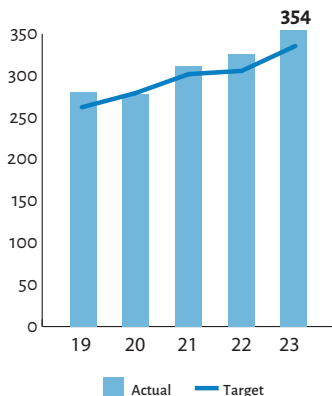
ANNUAL BUDGET
\$260 million (FY24)

LANGUAGES
49

WEEKLY AUDIENCE
354 million (FY23)*

*FY 2023 reporting for VOA's global audience does not include data for China due to government restrictions limiting USAGM's ability to conduct comprehensive surveys of its programming since FY 2018

AUDIENCE GROWTH 2019–2023



**“The news may be good.
The news may be bad.
We shall tell you the truth.”**

—William Harlan Hale,
First VOA Broadcast (1942)

The Voice of America, the largest U.S. international broadcaster, provides a consistently reliable and authoritative source of news, tells America’s story and presents a balanced and comprehensive projection of significant American thought and institutions.



MISSION

THE VOA CHARTER

President Gerald Ford signed the VOA Charter into law in 1976. It protects the independence and integrity of VOA programming.

1. VOA will serve as a consistently reliable and authoritative source of news. VOA news will be accurate, objective, and comprehensive.
2. VOA will represent America, not any single segment of American society, and will therefore present a balanced and comprehensive projection of significant American thought and institutions.
3. VOA will present the policies of the United States clearly and effectively, and will also present responsible discussions and opinion on these policies.

PROGRAMS

VOA reaches a global audience of 354 million people each week with programming in 49 languages.

VOA journalists in Washington and around the world work around the clock to tell America’s story and provide independent news and information on

LANGUAGES:

AFRICA

Afan Oromo
Amharic
Bambara
English
French
Fulani
Hausa
Kinyarwanda
Kirundi
Lingala
Ndebele
Portuguese
Sango
Shona
Somali
Swahili
Tigrigna
Wolof

CHINA

Cantonese
Mandarin

EAST ASIA

Burmese
Cantonese
Indonesian
Khmer
Korean
Lao
Thai
Tibetan
Vietnamese

LATIN AMERICA

Creole
Spanish

EURASIA

Albanian
Armenian
Bosnian
Georgian
Macedonian
Russian
Serbian
Ukrainian

VOA PERSIAN

SOUTH & CENTRAL ASIA

Azerbaijani
Bangla
Dari
Kurdish
Pashto
Rohingya
Sindhi
Turkish
Urdu
Uzbek

key local, regional and global issues. English-language-learning programs reach millions of people around the world.

VOA content is available on digital and social media platforms and traditional TV and radio stations around the world. VOA programs are delivered via satellite; cable; shortwave, FM and medium wave (AM) radio; web streaming; social media and through more than 3,500 media affiliates worldwide.

IMPACT

Innovative programming and increased use of digital media is propelling Voice of America's audience and engagement metrics to new heights

In China, despite being blocked by the Great Firewall, the VOA Mandarin website surpassed 77.4 million article views and 15.8 million video views (a 72% increase) in FY24. VOA Mandarin beat out competitors like BBC, Global Times and DW with more than 30 million engagement actions on X. VOA Mandarin also generated 198.3 million video views on the platform. On YouTube, the service generated 184.5 million video views. Additionally, the three largest newspapers in Taiwan adapt and quote VOA reports daily, often multiple times per day, and the Chinese Communist Party's flagship media outlet on international affairs, the Global Times, quoted VOA content more than 40 times during FY22.

In Iran, continuing coverage of the conflict with Israel drove traffic to, and content consumption on, VOA Persian's digital platforms. Website visits surpassed 223.1 million (a 54% increase), and content consumption jumped by 39% (79 million content views). On social media, video views reached almost 1.9 billion (a 25% increase). In a 2021 survey, 65% of VOA Persian consumers who offered a response said that VOA content increased their understanding of current events, and more than half said VOA Persian content enhanced their understanding of U.S. policy. The impact VOA Persian has on Iran is so profound that Iran leadership has warned its citizens that VOA is a symbol of threats to their national security.

In Russia, where VOA is denied direct distribution and program placement, VOA's coverage of the Russian invasion of Ukraine resulted in significant returns on digital platforms. In FY24, the VOA Russian website increased article consumption by 20% with 36.4 million article views. On social media, YouTube surpassed Facebook as the top channel for social media video consumption. The platform saw a 12-point increase with 68 million views. X (formerly Twitter) also saw a surge in video views, surpassing 16.8 million (a 48% increase).

As stories of global significance, coverage of Russia, China, and Iran — along with news from the United States — drives more than 354 million people around the world to Voice of America platforms each week.