

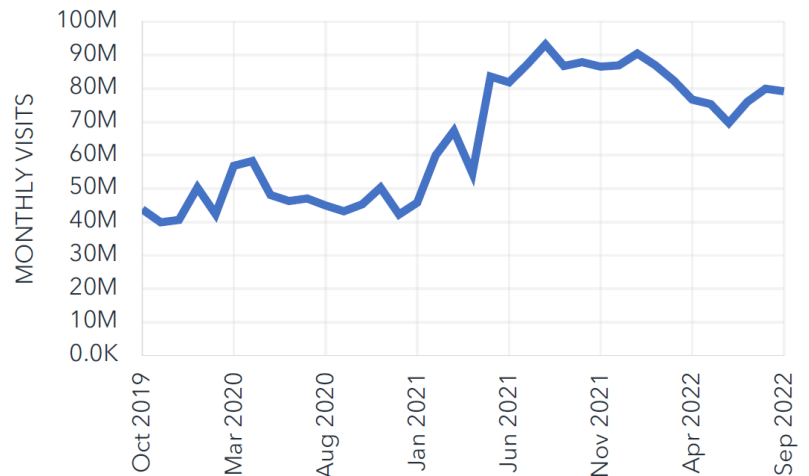


DIGITAL PERFORMANCE REPORT

Website Visits

HIGHLIGHTS

- **VOA Burmese** went from being the fourth most-visited site to number one in FY2021 after the military takeover of the government. Despite government efforts to throttle Myanmar's access to VOA content, the service nearly doubled traffic to its website in FY2022 (from 291M to 407M) and accounted for 42% of total visits across VOA.
- **VOA Russian's** extensive coverage of the Russian invasion of Ukraine increased site traffic by 213% in FY2022.
- Despite being actively blocked in their target markets, **VOA Mandarin** and **VOA Persian** continue to be among the most visited VOA sites. VOA Mandarin saw continuous growth on the platform, increasing visits by 25% from FY2020 to FY2022. VOA Persian surpassed 120M visits again this year.



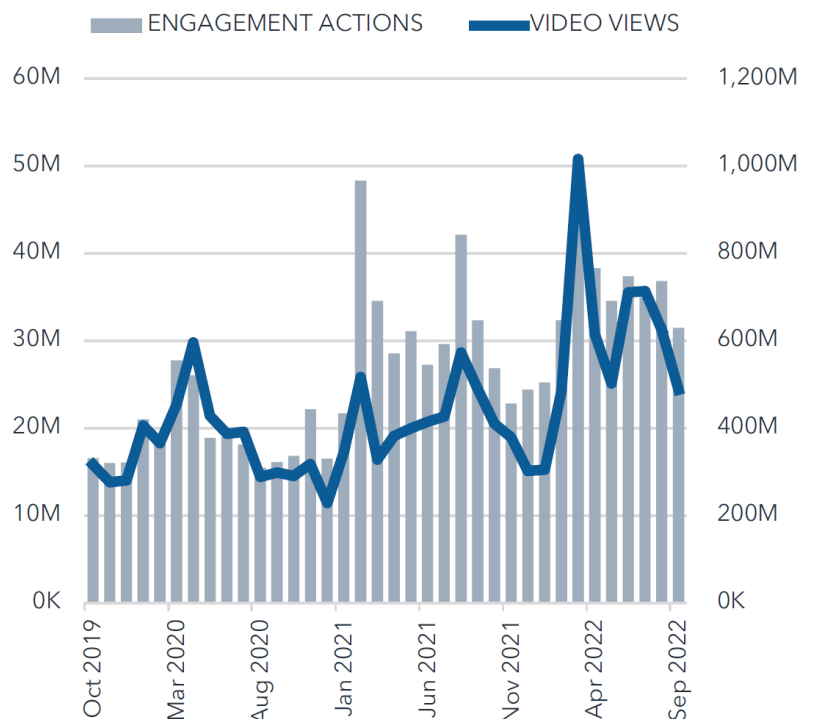
WEBSITE	FY2020	FY2021	FY2022
Visits	561.8M	798.4M +42%	968.7M +21%

Facebook

HIGHLIGHTS

- Despite a decrease in FY2022, **VOA Burmese** still leads the services in engagement actions with 82 million. They set a record in FY2021 with over 137 million engagement actions.
- **VOA Kurdish** set a new record for Facebook video views in one year by surpassing 2 billion in FY2022. This was almost nine times their video views in FY2021, and they account for 32% of total Facebook video views.

FACEBOOK	FY2020	FY2021	FY2022
Engagement Actions	230.6M	351.2M +53%	394.7M +13%
Video Views	4.5B	4.7B +5%	6.6B +39%

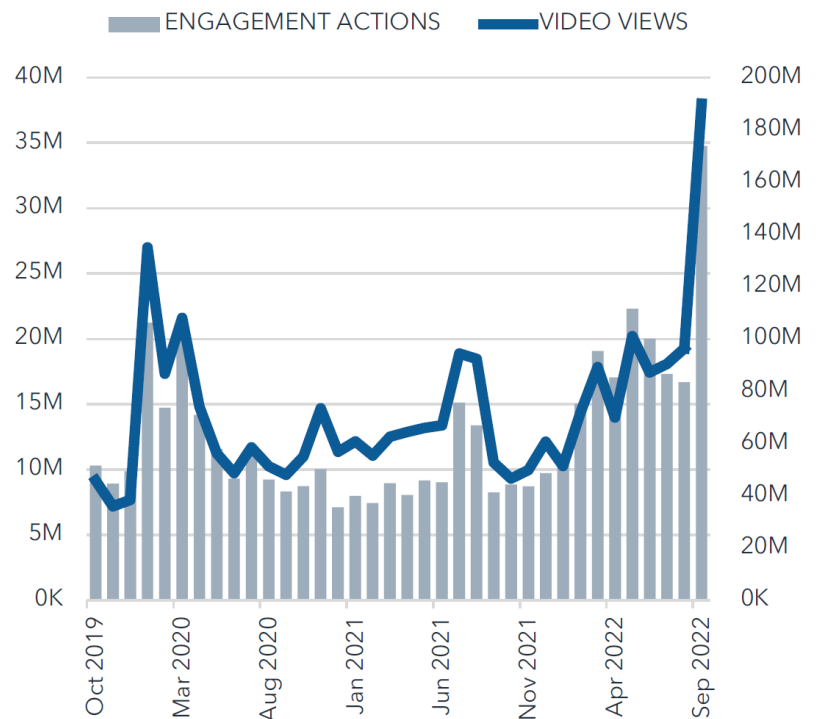


Instagram

HIGHLIGHTS

- More consistent content publishing on Instagram helped drive a significant increase in interactions and video views in FY 22.
- **VOA Persian** dominates on the platform, accounting for 164 million engagement actions and 674 million video views in FY2022. Their coverage of the Iran protests also helped set a monthly record for Instagram performance.
- **VOA Indonesian's** ability to pivot around Instagram algorithm changes helped the service grow on Instagram. The service's engaging content drew over 6.7 million interactions and 67.8 million video views.

INSTAGRAM	FY2020	FY2021	FY2022
Engagement Actions	150.4M	113.4M -25%	200.0M +77%
Video Views	786.9M	801.1M +2%	1.0B +26%

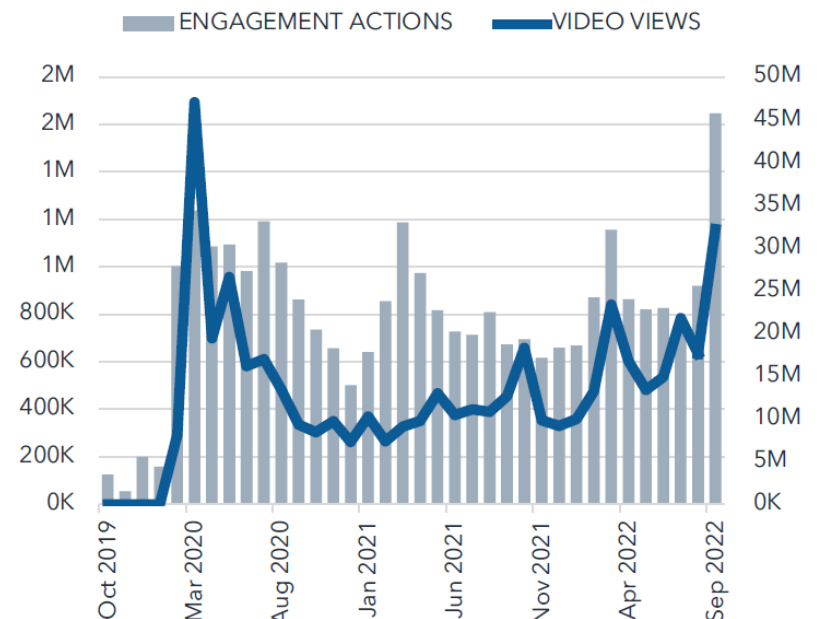


Twitter

HIGHLIGHTS

- Increased publishing on Twitter helped VOA services grow on Twitter with 13% increase in engagement actions and a 68% increase in video views. The agency set a new record for the latter metric, surpassing 200 million video views.
- **VOA Mandarin** holds a strong lead over the other services with 3.7 million engagement actions and 111 million views.
- **VOA Persian** had 1.5 million interactions and 52.6 million video plays in FY 22.

TWITTER	FY2020	FY2021	FY2022
Engagement Actions	9.0M	9.3M +3%	10.5M +13%
Video Views	157.2M	120M -24%	200.5M +68%





YouTube

HIGHLIGHTS

- VOA services set a record in FY2020 by leveraging a captive audience with good video content. As lockdowns started to lift and more people spend time outside their homes, YouTube KPIs started to normalize in FY2021. Even though they are not quite the same levels as FY2020, VOA YouTube channels resumed growth in FY 22.
- **VOA Burmese** leads the services on YouTube. They surpassed the 60 million video view mark and drew almost 1.4 million interactions.
- Seven services also helped drive the increase in YouTube content consumption by surpassing 40 million video views on each of their channels: **Central News, Russian, Spanish, Vietnamese, Mandarin, Uzbek, and Khmer.**

YOUTUBE	FY2020	FY2021	FY2022
Engagement Actions	11.7M	8.5M -27%	10.4M +21%
Video Views	947.5M	436.2M -54%	520.5M +20%

