

## Millions watch BBC weekly

The combined measured reach of international BBC content - both news and entertainment - for the year 2014/15 shows the BBC has a weekly global audience of 308 million people.

The BBC Global Audience Measure (GAM) - reveal that the BBC's weekly global news audience, which is measured each year, has increased by 18 million people, or 7%, since last year, to 283 million, which means that one in every 16 adults around the world uses BBC News.

For the first time, television (148m) overtook radio (133m) as the most popular platform for BBC international news, and it is also the first time since it has tracked audiences for all three platforms - radio, TV and online (55m) - in English and 28 other languages - that they've all grown in the same year.

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