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# **New Ipsos Affluent Survey Middle East results: CNN is the Middle East's #1 international news channel**

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CNN is again named as the #1 international news channel in daily, weekly and monthly reach in the Ipsos Affluent Survey Middle East.

The independent industry research study shows that the CNN International TV channel reaches 21% of the Middle East's elite population\* every month. This is well ahead of Al Jazeera English (16% reach), BBC World News (12%), CNBC (10%) and Sky News (9%) \*\*. All other international news brands are even further behind.

CNN's monthly reach across the Middle East increases to 28% when its digital properties are added to the scale of linear TV\*\*\*.

CNN is also the #1 international news brand across the region in monthly cross-platform reach amongst core audience segments of Influential Opinion Leaders (41% reach across Middle East), Luxury Consumers (33% reach), Business Decision Makers (38% reach), High Income Earners (45% reach) and International Business Travellers (37%)\*\*\*\*. Again - this is far ahead of all other international news competitors.

"CNN has made a sustained commitment to the Middle East for many years now," said Rani Raad, President, CNN International Commercial. "We launched CNN Arabic and have continued to invest in the service; in the last year we have unveiled new studios and facilities at our major production hubs in Abu Dhabi and Dubai; and we have moved our flagship show Connect the World to be produced and broadcast from the region. This commitment puts CNN in the unique perspective of being able to uncover stories for and about the region as part of our wider output as the world's news leader. We are proud that this approach across TV and digital continues to resonate with Middle East audiences as well as our commercial partners across the region."-ends-

For more information, please contact:

Dan Faulks, Director, Communications, EMEA, CNN: +44 207 693 1362 / [dan.faulks@turner.com](mailto:dan.faulks@turner.com)

\*Defined as the top 15% of working adults aged 21-74 in 8 Middle Eastern markets

\*\* Non-English language news channels excluded, including the non-commercial BBC Arabic service

\*\*\* The Ipsos Affluent Survey Middle East defines digital platforms as those accessible via pc/laptop, mobile (app or website) or tablet app. The CNN brand figure includes CNNMoney and CNN Arabic

\*\*\*\* High Income Earners defined as personal income over 80,000 euros; International Business Travellers defined as taking more than 1 business trips in past 12 months; Luxury Consumers defined as having bought in past 12 months a designer suit or dress costing over €1,000 or a briefcase or handbag over €500 or a pair of shoes/boots over €500 or jewellery over €1,500 or a luxury watch over €750

About The Affluent Survey

In 1995 the Affluent Survey Europe was designed to expand the Pan European Media market and to allow comparative analyses on a national and multi-national basis. EMS contained significantly more detailed demographic, classification and marketing data than any other survey available at the time or indeed now. The Affluent Survey Middle East is part of the Ipsos suite of Affluent surveys which now covers Europe, Africa, Asia/Pacific, Latin America and the USA, spanning 50 countries and reflecting approximately 147 million adults.

#### About CNN International

CNN's portfolio of news and information services is available in seven different languages across all major TV, digital and mobile platforms reaching more than 425 million households around the globe. CNN International is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America and has a US presence which includes CNNgo. CNN Digital is a leading network for online news, mobile news and social media. CNN is at the forefront of digital innovation and continues to invest heavily in expanding its digital global footprint, with a suite of award-winning digital properties and a range of strategic content partnerships, commercialised through a strong data-driven understanding of audience behaviours. Over the years CNN has won multiple prestigious awards around the world for its journalism. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner, a Time Warner company.