
CNN INTERNATIONAL COMMERCIAL APPOINTS ROB BRADLEY TO LEAD DIGITAL ADVERTISING SALES, PROGRAMMATIC AND DATA STRATEGY

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CNN International Commercial has appointed Rob Bradley from IDG UK to expand the network's digital advertising sales and data offering, providing clients worldwide with even greater opportunities around CNN's premium audience and content.

In the newly created role of Head of Digital Advertising Sales and Data, Bradley will oversee the optimisation of CNN International's audience, the international roll-out of the company's programmatic strategy and the implementation of more advanced data-led strategies including the integration of social media. Bradley will also lead a new team of specialists that will work with CNN International's regional sales heads in developing new digital components for integrated advertising and sponsorship solutions.

"CNN Digital is flying high in terms of audience, editorial product and the solutions we've delivered clients to date," said Rani R. Raad, Chief Commercial Officer, CNN International. "Rob brings to us a unique mix of analytical pure-play digital and data experience combined with a solutions-based approach to complement the bespoke campaigns we deliver to clients all over the world. While multi-platform sales will remain a core part of our digital commercial strategy, it is clear to me that Rob's expertise and vision can continue to evolve CNN's leadership in digital with world-class commercial solutions.

Bradley's appointment comes at an exciting time for CNN Digital following the launch of a new, bold responsive design website, diversification onto new platforms including Snapchat and Apple Watch, and leadership in international media measurement surveys. The most recent Ipsos Affluent Global survey reaffirmed CNN's leadership in digital as CNN took number one spot ahead of all news and entertainment brands with 14% monthly reach. This compared to National Geographic (11%), BBC (11%), Discovery (9%), Bloomberg (5%), CNBC (5%) and Al Jazeera (3%)*. He will be joining an already fast-growing digital business which saw double digit growth in its annual revenues, an increase in the number of multi-platform advertising solutions and the recent launch of the Pangaea Alliance.

"It's exciting to be joining CNN International as it combines deep investment into both direct integrated marketing solutions and programmatic with unsurpassed global reach into affluent and several key vertical audiences," said Rob Bradley. "Using the latest technology, the new digital advertising team will advance CNNI's integrated solutions and ability to offer truly bespoke, data-driven and impactful campaigns targeted to the right audience at scale. Programmatic will be part of the all-important holistic approach for today's digital media owner - with a premium-end programmatic offering from CNN attracting brands that want intelligent data-driven private marketplaces and high-impact ad units alongside standard units to gain scale. Be it performance, targeted awareness of brand goals executed via programmatic or direct - CNNI will exceed our clients' expectations."

- Ends -

Notes to editors

* IPSOS Affluent Global survey October 2014. CNN Digital: CNN.com, CNN Arabic, CNN Money and CNN en Espaol; BBC Digital: BBC (international), BBC Afrique, BBC Arabic, BBC Mundo, BBC (TUR), BBC (RUS) and BBC Brasil; Al Jazeera Digital (not measured in APAC): Al Jazeera English and Al Jazeera Arabic

About Rob Bradley

Rob joins CNN International from IDG UK, where he was most recently Head of Business Operations. During his four years at IDG, Rob launched and managed the UK's first full-service publisher trading desk and led the teams operating and commercialising IDG's Ad tech stack. An expert in programmatic trading, Rob was invited by Google to speak at its inaugural programmatic event in China. Prior to IDG, Rob held business development roles at FOX International Television and Centaur.

About CNN International

CNN's portfolio of news and information services is available in five different languages across all major TV, internet and mobile platforms reaching more than 392 million households around the globe, including over 55 million across the Asia Pacific region. CNN International is the number one international TV news channel according to all major media surveys across the Asia Pacific region, Europe, the Middle East and Africa, and Latin America. Over the years it has won multiple prestigious awards around the world for its journalism, including most recently the Asian Television Award Cable & Satellite Network and Channel of the Year, and is a two-time winner of Royal Television Society News Channel of the Year. CNN Digital is a top network for online news, mobile news and social media. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner Broadcasting System, Inc., a Time Warner company. Get the latest social media updates from CNN at: [@cnnasiapr](https://facebook.com/cnninternational)