
CNN NAMED NUMBER ONE INTERNATIONAL NEWS BRAND IN INDIA AND ASIA PACIFIC

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- Ipsos Affluent Survey shows CNN leads in TV, digital and mobile -

CNN has been named the number one international news brand according to the latest Ipsos Affluent Survey Asia Pacific, reaching an unrivalled one in three upscale consumers in the region. CNN is consumed by more affluent in Asia Pacific in all daily, weekly and monthly metrics, as well as on all platforms of TV, online and mobile. In India, CNN is the leader amongst international news brands in multiplatform and digital reach, and also accumulates more TV viewers each month than BBC World News.

Among international news brands and across platforms, CNN is the preferred destination for India's affluent audience, with 20% monthly reach – significantly ahead of the next-placed brand (BBC World News). CNN is also the leading international news brand in terms of monthly TV reach as well as digital (websites and apps) reach, where CNN has a lead of over 50% compared to the next-placed international news brand (BBC World News).

At the regional, Asia Pacific level, the survey shows every month CNN is consumed by over a third (34%) of the region's affluent audience across all platforms, which is 40% more than the next largest news brand (BBC World News 24%) and twice as many as the third-placed brand (CNBC 16%). Each month CNN also reaches a large proportion of elusive target groups such as frequent business travelers (65%), opinion leaders* (51%), and top management (46%).

On TV, CNN is the most watched international news channel with 27% monthly, 18% weekly and 6% daily reach. This is far ahead of the other news channels including BBC World News (18% monthly, 12% weekly and 4% daily), CNBC (12%, 8%, 2%), Channel NewsAsia (10%, 7%, 4%) and Bloomberg TV (7%, 5%, 1%). In a single week CNN reaches 99% as many upscale consumers as BBC World News does in an entire month. The research also shows over the course of a month 29% of CNN TV viewers watch CNN exclusively, watching no other news or business channel**.

On digital platforms (websites and apps), CNN is ahead of all news and entertainment brands*** with 54% higher monthly reach than the next largest brand (CNN 9% monthly reach versus BBC World News 5%).

CNN's continual dominance extends beyond Asia Pacific with the Ipsos Affluent Global survey also released today showing CNN reaches 40% of upscale consumers and decision-makers in Europe, Middle East, Africa, Latin America and Asia combined. This audience is larger than all other news competitors in every metric across TV and digital platforms. The IPSOS Affluent Global findings follow CNN registering a global digital audience of 99 million Unique Visitors in comScore's August data – over 25 million ahead of the BBC (73 million)****.

Rani Raad, Chief Commercial Officer, CNN International: "These results prove once again CNN has the winning combination of quality and quantity. CNN has an unrivalled ability to connect with affluent consumers and hard-to-reach groups and does so in large numbers. It's been an extraordinary year for major news stories and these results are testament to the relevance and importance of CNN's first-

class journalism in Asia and all corners of the globe.”

-Ends-

Notes to editors

CNN multiplatform reach and CNN digital reach includes CNN Money

* Engaged in one or more of 9 listed business activities in past 12 months

** Other news/business channels: Al Jazeera English, BBC World News, Bloomberg TV (incl. Bloomberg TV India), Channel NewsAsia, CNBC (incl. CNBC TV-18, SBS CNBC), Euronews, RT, Sky News

*** Excludes social networking sites, search engines and portals

**** comScore MMX, August 2014, Worldwide data, comparing CNN Network and BBC figures. Use of data verified by comScore

Source: Ipsos Affluent Survey Asia Pacific, Q3 2013 – Q2 2014.

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 380 million households around the globe, including over 53 million across the Asia Pacific region. CNN International, awarded “News Channel of the Year” by the Royal Television Society in 2013 and 2014, 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. The CNN digital network is consistently one of the top news and current affairs destination on the web. CNN has 42 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://www.facebook.com/cnninternational)

About the Ipsos Affluent Survey Asia Pacific

The Ipsos Affluent Survey Asia Pacific survey represents the top 18% of adults aged 25-64 by income across the following 10 markets: Australia (Sydney + Melbourne), Bangkok, Hong Kong, India (Delhi + Mumbai + Bangalore), Jakarta, Kuala Lumpur, Manila, Seoul, Singapore, Taipei.

In India, the survey represents the top 8% of adults 25-64 in Delhi, Mumbai and Bangalore.

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