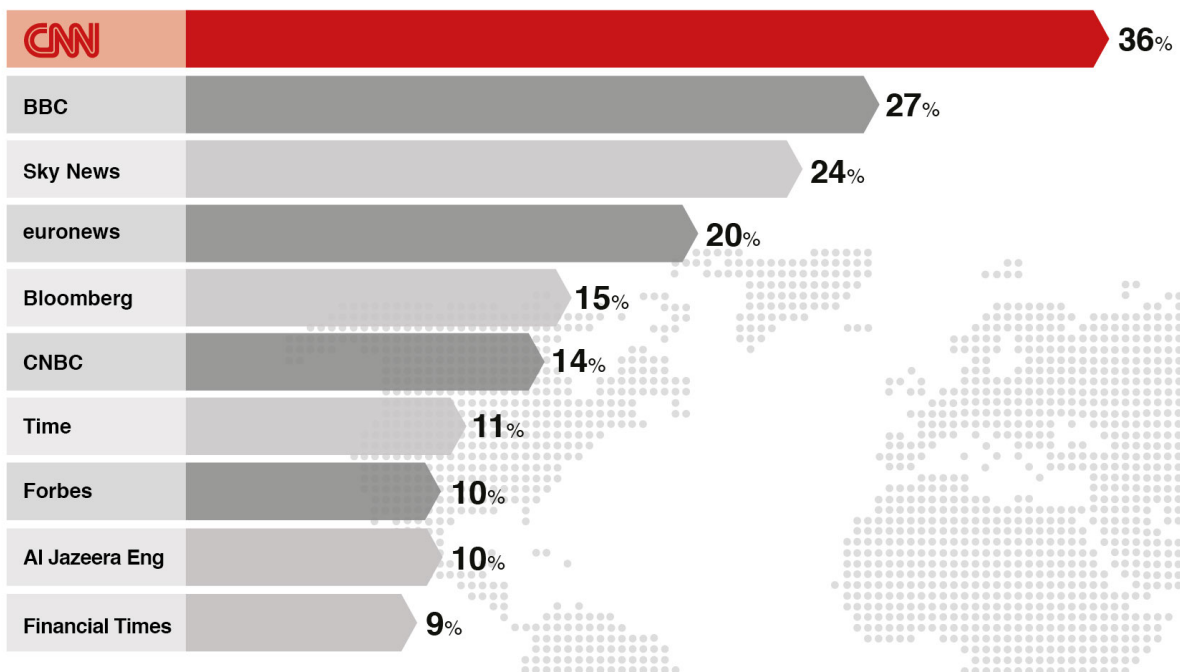


CNN named the world's #1 international news brand

Wednesday, November 2, 2016

The latest global data from Ipsos reaffirms CNN's undisputed leadership in international news across Europe, Middle East, Africa, Asia Pacific and Latin America.

CNN IS THE GLOBAL LEADER IN NEWS AMONGST AFFLUENT AUDIENCES

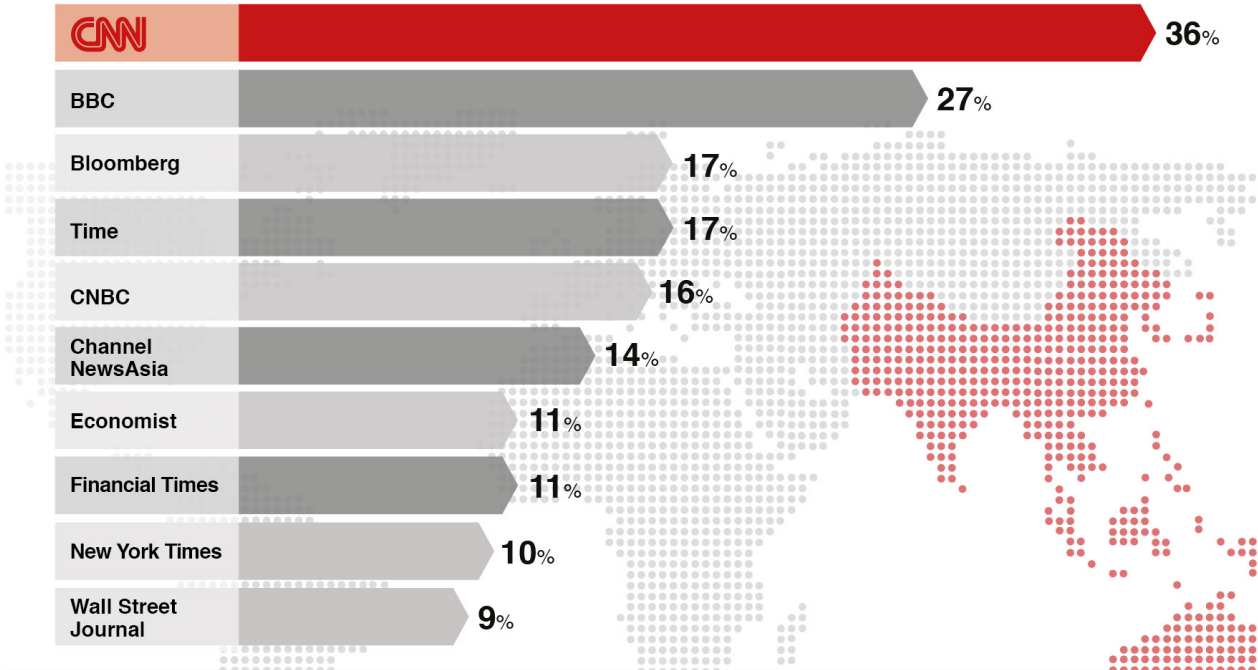


Source: Ipsos Affluent Survey Global 2016, monthly multiplatform reach in Europe, Middle East, Africa, Asia Pacific and Latin America

The Ipsos Affluent Survey Global finds that CNN reaches 36% of affluent audiences* across the world every month via TV and digital**. This puts CNN in a dominant leadership position - with a third bigger audience than the BBC (27% reach) and even further ahead of other outlets such as Sky News (24% reach), euronews (20%) and Al Jazeera English (10%). CNN is also well ahead of business news brands such as Bloomberg (15% reach) and CNBC (14%).

A separate study released today -The Ipsos Affluent Survey Asia Pacific - shows CNN's continued leadership in that region with 36% monthly reach via TV and digital**. This is well ahead of the BBC (27% reach), Bloomberg (17%), Time (17%) and CNBC (16%). CNN's performance in Asia Pacific compares to a 35% reach for the same period in 2015, with growth driven by an 18% increase in digital reach.

CNN IS THE LEADER IN NEWS AMONGST AFFLUENT AUDIENCES IN ASIA PACIFIC



Source: Ipsos Affluent Survey Asia Q3 2015-Q2 2016, monthly multiplatform reach in Asia Pacific

“For decades now, CNN has been the news and information source that audiences all over the world turn to for impartial and accurate news and information,” said **Rani Raad**, President, CNN International Commercial. “As we continue to invest in content and platforms, these survey figures show the unrivalled scale of our brand and a combination of TV and digital that reaches more audiences than anyone else.”

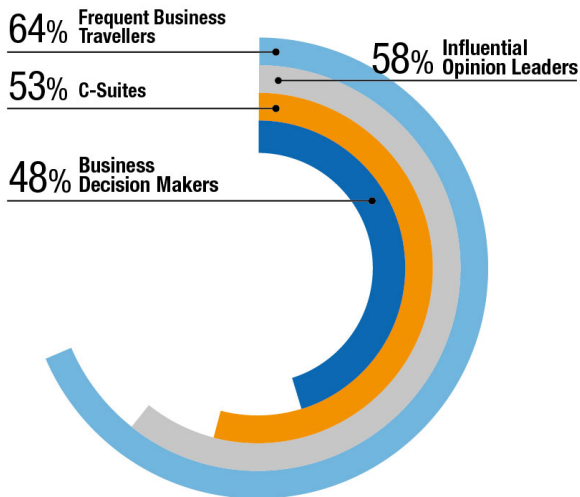
“There are so many remarkable stories unfolding around the world right now,” said **Tony Maddox**, EVP and Managing Director, CNN International. “We live in extraordinary times, and it’s clear that audiences turn to CNN above all others to make sense of them.”

Both surveys also show CNN as #1 in reaching key audience demographics*** such as Frequent Business Travellers (64% reach in global survey, 64% in APAC), Influential Opinion Leaders (58%, 61%), C-Suites (53%, 50%), Business Decision Makers (48%, 46%), and Luxury Consumers (45% in APAC).

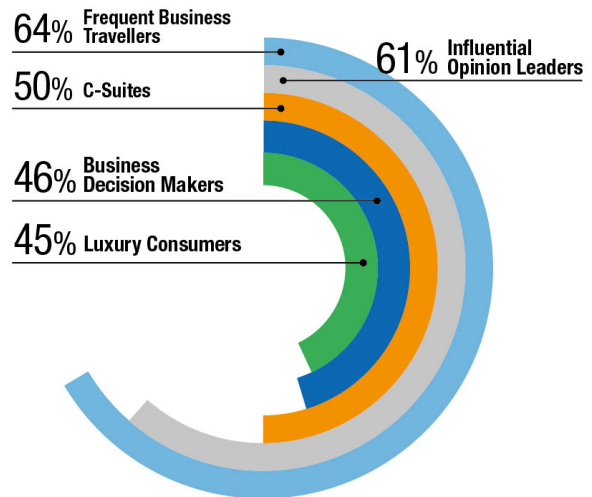
CNN'S #1 REACH AMONGST CORE AUDIENCES



Global



Asia Pacific



Source: Ipsos Affluent Survey Global 2016, monthly multiplatform reach in Europe, Middle East, Africa, Asia Pacific and Latin America; Ipsos Affluent Survey Asia Q3 2015-Q2 2016, monthly multiplatform reach in Asia Pacific

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For more information, please contact:

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*Defined as the top 13% - 18% of adults by income

** The Ipsos Affluent Survey Global and Ipsos Affluent Survey Asia define digital platforms as those accessible via pc/laptop, mobile (app or website) or tablet app. The CNN brand figure includes CNNMoney, CNN en Espanol and CNN Arabic. All data is combined monthly TV + Digital reach unless otherwise specified

***Frequent Business Travellers Global (6+ int'l air trips for business in past 12 months); Frequent Business Travellers APAC (3+ int'l air trips for business in past 12 months); Influential Opinion Leaders Global (4+ listed business activities in past 12 months); Influential Opinion Leaders APAC (3+ listed business activities in past 12 months); C-Suites Global (C-Suite executives/directors in companies with 50+ employees worldwide); C-Suites APAC (CEO, Chairman, MD, President, C-Level executives, CFO, Financial Controller); Business Decision Makers (authorise/influence purchases in 1+ listed decision making areas); Luxury Consumers (own quality/designer clothes, leather goods, accessories, footwear, jewellery or watches each item US\$1000+)

About The Ipsos Affluent Survey Global

The Ipsos Affluent Survey Global 2016 brings together a suite of international Ipsos Affluent Surveys, incorporating Affluent Europe 2016, Affluent Middle East 2016, Affluent Africa 2016, Affluent Asia Pacific 2016 and Affluent Latin America 2015 (all surveys conducted in the year 2015). The survey represents 49 markets across all regions with a total universe size of 72.6 million Affluent. Global

Affluent is designed to meet the needs of international (/national) media, media specialists and advertisers who depend on the results to place advertising; all on a global scale.

About The Ipsos Affluent Survey Asia

Ipsos Affluent Asia Pacific Survey is the reference survey for reaching the region's affluent consumers. It provides a comprehensive overview of media consumption and product usage for this elusive and important group, which accounts for the top 18% by income of the population.

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.