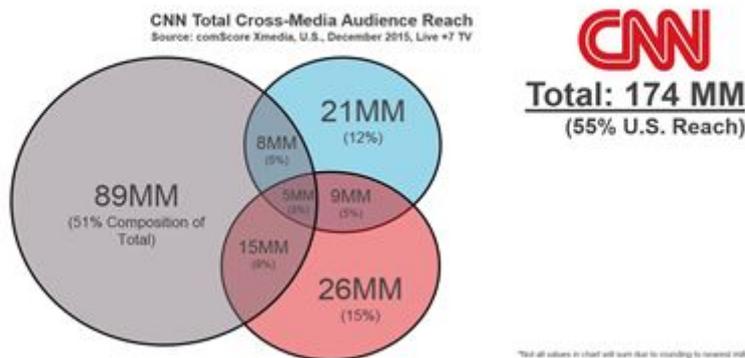


# CNN LEVERAGES COMSCORE XMEDIA TO CAPTURE UNIFIED VIEW OF CROSS-MEDIA AUDIENCE

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CNN, a division of Turner, and comScore today announced that CNN is one of the first media companies to leverage Xmedia to measure a total unduplicated view of audience across its television, desktop and mobile properties in a single metric. A launch partner of comScore's Xmedia product, CNN is now able to more effectively partner with advertisers to develop cross-media packages that measure against the full scope of the network's reach and engagement.

"As the global multiplatform leader in news, it's a priority to continuously innovate our measurement capabilities to keep pace with our consumer and meet the business objectives of our advertising partners across all platforms and screens," said **Robin Garfield, senior vice president of research and scheduling, CNN**. "The Xmedia product is a vital tool to analyze our total unduplicated, overlapping and incremental audiences across platforms, as well as fulfill the demand in the marketplace to plan, execute and optimize targeted campaigns against our entire cross-media audience."

"TV and digital media are natural complements, but without unduplicated audience metrics it is virtually impossible to plan, buy and sell media efficiently in a cross-media environment," said **Gian Fulgoni, co-founder and chairman emeritus, comScore**. "This study of CNN's cross-media audience is a great example of how a media brand with a strong footprint on TV, desktop and mobile can demonstrate its full value proposition to advertisers, while at the same time getting a better understanding of how its own viewers engage across different media touchpoints."

New key findings demonstrated by Xmedia:

- **Unified view of CNN's leading cross-media reach:** CNN's presence on TV, desktop and mobile reaches an unduplicated audience of 174 million - more than half of the U.S. population.
- **CNN platforms are additive, extending reach and consumption:** CNN's strong digital presence extends its TV reach by nearly 50%.
- **Insight into key demo behavior across CNN platforms:** CNN reaches 40% of Millennials

from its digital platforms alone, and soars above 60% when combined with TV.

- **For CNN, more screens equal more engagement:** Cross-media CNN users demonstrate high engagement. Those engaging on both TV and digital spend more time on each platform and 2x as much time with CNN overall on average.
- **Live events on CNN TV drive gains in cross-media audience:** Each CNN presidential primary debate increased the network's total weekly cross-media reach by at least 40%.

For a deeper review of the Xmedia data, please click [here](#) to download a copy of "The CNN Cross-Media Report – A Unified View of CNN's TV, Desktop and Mobile Audiences."

### **About CNN Worldwide**

CNN Worldwide is a portfolio of two-dozen news and information services across cable, satellite, radio, wireless devices and the Internet in more than 200 countries and territories worldwide. Domestically, CNN reaches more individuals on television, the web and mobile devices than any other cable TV news organization in the United States. Internationally, CNN is the most widely distributed news channel reaching more than 300 million households abroad; and CNN Digital is a top network for online news, mobile news and social media. Additionally, CNN Newsource is the world's most extensively utilized news service partnering with hundreds of local and international news organizations around the world. CNN is a division of Turner, a Time Warner Company.

### **About Turner**

Turner, a Time Warner company, creates and programs branded news, entertainment, sports, animation and young adult multi-platform content for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStream Planet and ELEAGUE.

### **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit [comscore.com](http://comscore.com).

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