

## European Media and Marketing Survey Results

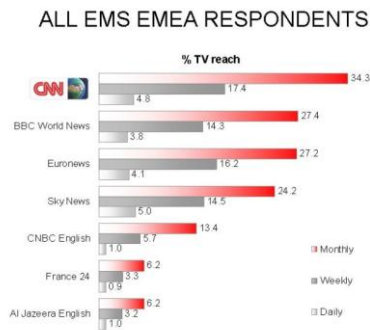
### Independent survey: CNN leads audience reach across Europe, Middle East and Africa in first-time release of multi-regional data

#### CNN is channel of choice for EMEA's business travellers and business decision makers

CNN is the top international news channel for monthly and weekly reach amongst elite audiences across Europe, the Middle East and Africa (EMEA) combined, say new results from Synovate's EMS Survey.

For the first time, the survey has made multi-regional data available, enabling international media owners to analyse combined geographical reach across their core audience feed and advertiser buy

CNN's leadership across all three regions combined in this survey gives the network's advertisers independent confirmation that they are placing their money against the number one international news channel across EMEA.

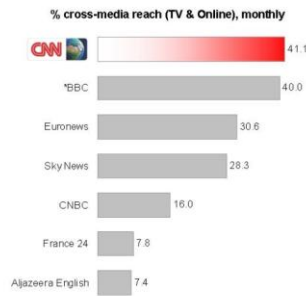


Base: All respondents  
Universe: 50,847,000  
Source: EMS EMEA 2010 - Synovate. Sky News not measured in EMS Middle East 2009.

"This realisation of a long-held ambition to create an international currency is a significant marker for advertisers as it now allows us to evaluate campaigns on a multi-regional level. Competition amongst international media owners is undoubtedly fierce with audience reach one of the first considerations of ROI for commercial partners. We're delighted that the results demonstrate the unwavering strength of the CNN brand across the EMEA footprint", commented Didier Mormesse, Senior VP, Ad Sales Research and Audience Insight, CNN International.

In monthly cross-media reach (TV + online), CNN maintains its lead over competitors across the EMEA data set, reaching 41.1% of the EMS universe, ahead of BBC World News plus BBC websites (40.0%), Euronews (30.6%) and Sky News (28.3%).

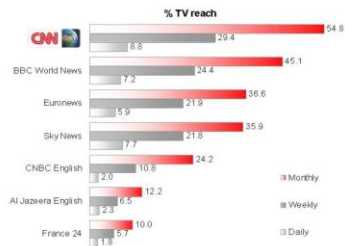
## ALL EMS EMEA RESPONDENTS



Base: All respondents  
 Universe: 50,847,000  
 Source: EMS EMEA 2010 – Synovate. Sky News not measured in EMS Middle East 2009.

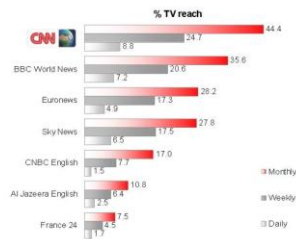
EMS EMEA results also show that CNN is the channel of choice for the business elite leading on all measures for key groups including Business Travellers and Business Decision makers.

### INT'L BUSINESS TRAVELLERS



Base: Int'l Business Travellers 3+ / last 12 months  
 Universe: 5,174,000  
 Source: EMS EMEA 2010 – Synovate. Sky News not measured in EMS Middle East 2009.

### BUSINESS DECISION MAKERS



Base: Business Decision Makers  
 Universe: 6,962,000  
 Source: EMS EMEA 2010 – Synovate. Sky News not measured in EMS Middle East 2009.

“At a time when the geographical spheres of influence are more evenly spread around the region than ever before, CNN’s pre-eminence across the full regional footprint amongst these audience groups is good news for advertisers wanting to be in step with this shift”, added Mormesse.

### About the new EMEA data set

EMS EMEA 2010 comprises EMS Europe 2010, EMS Middle East 2009 (most recent data available) and EMS Africa 2010 combined.

The universe is made up of 50, 847, 000 upscale individuals across the regions (top 13% by income in Europe and the Middle East plus the top 15% by income in Africa). The survey covers 33 countries in total (20 in Europe, 8 in the Middle East and 5 in Africa).

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**Notes to Editors: \* “BBC” incorporates BBC World News plus BBC websites**