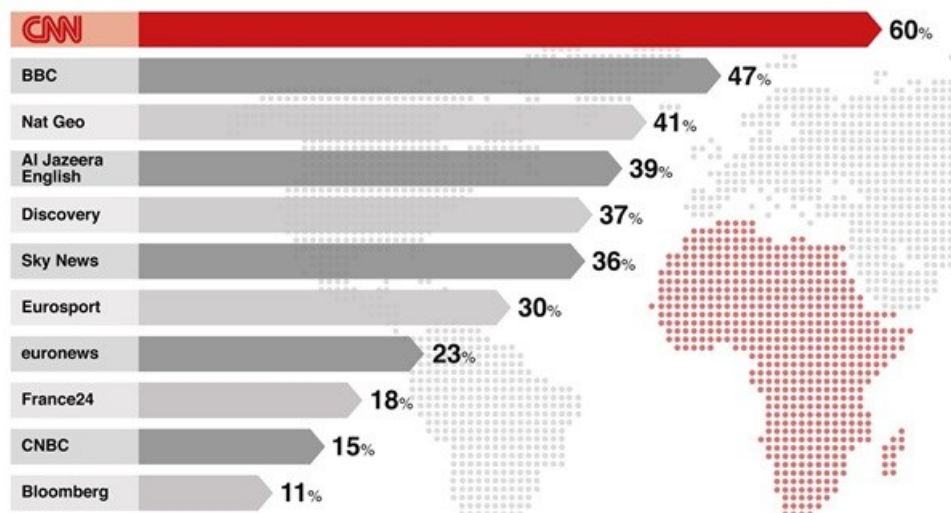


Survey says CNN is Africa's biggest international media brand

The Ipsos Affluent Survey Africa, out late last week, places CNN as the biggest international media brand amongst affluent audiences across Africa.

Monthly TV and Digital reach amongst Africa's affluent audience

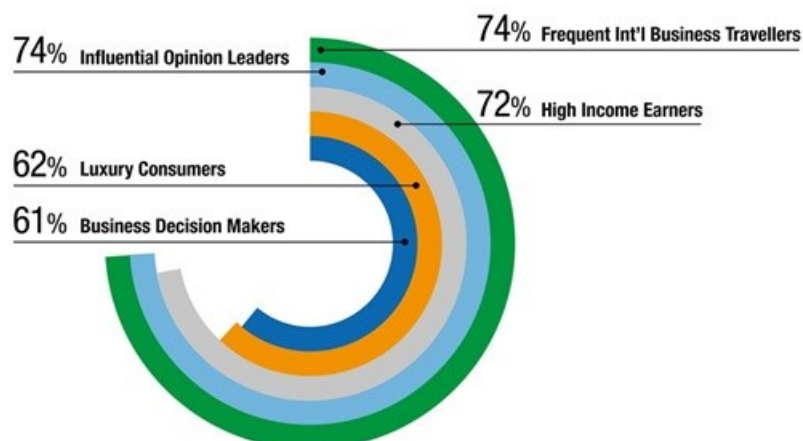


Source: Ipsos Affluent Survey Africa 2016, cross-platform monthly reach

The independent research study shows that CNN reaches 60% of Africa's elite population every month via TV or digital platforms, more than any other international media brand. CNN outranks all news competitors – 27% ahead of the BBC, 54% ahead of Al Jazeera English, 68% ahead of Sky News and 159% ahead of Euronews. It is ahead of all news competitors in every daily, weekly and monthly metric.

CNN is also #1 international news brand in monthly cross-platform reach amongst core audience segments of frequent international business travellers (74% reach across Africa), influential opinion leaders (74%), high income earners (72%), luxury consumers (62%), business decision makers (61%) and c-suites (57%), again ahead of all other international news competitors.

CNN is #1 amongst core audiences in Africa



Source: Ipsos Affluent Survey Africa 2016, cross-platform monthly reach

The Affluent Survey Africa is conducted in Cameroon, Ghana, Kenya, Morocco, Nigeria, South Africa and Uganda. With a sample of 2 561, it covers a universe of 3.5 million affluent Africans.

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