

CNN the top news brand in Africa - EMS Africa survey

CNN has beaten its rivals in the latest EMS Africa survey, confirming its position as the single most watched international broadcaster on the continent, winning seven out of ten of the continent's key audiences across all platforms every month, according to results recently released by Ipsos Synovate.



The news comes just after CNN was also named the #1 international news channel in Europe (EMS Europe), the Middle East (EMS Middle East) and the Asia Pacific region (PAX).

According to the survey, CNN outperforms every international news channel and entertainment/sports channel in monthly, weekly and daily reach. The network is also the top international cross-platform commercial network:

- At 70.3%, CNN's cross-platform monthly reach across TV, online and mobile combined streaks ahead of rival networks BBC World News* (55.4%), Al Jazeera (46.7%), Sky News (43.4%) and Euronews (31.1%).
- Through television alone, CNN reaches almost two thirds of the EMS Africa population with a monthly reach of 64.7%; 2 higher than its closest rival, BBC World News (50.2%).
- At 51.6%, CNN's weekly TV reach outstrips BBC World News (37.7%), Al Jazeera English (30.5%), Sky News (28.0%) and CNBC Africa (9.1%)
- At 29.2%, its daily TV reach is far ahead of BBC World News (17.7%), Al Jazeera English (15.3%), Sky News (9.8%) and CNBC Africa (3.1%)
- CNN websites** are the top international online brand in Africa with a monthly reach of (17.4%); more than double that of the network's nearest competitors Al Jazeera English (7.1%) and BBC.com (6.9%).
- On mobile, CNN*** also outranks the competition, reaching 15.8% of respondents monthly against the BBC (10.8%), Al Jazeera English (6.2%) and Sky News (5.2%).

CNN continues to grow

The brand continues to grow its television and online audiences. On TV, CNN records growth across monthly, weekly and daily reach whilst BBC World News, Sky News and CNBC Africa experience falling audience numbers. CNN online** enjoys growth of 30% in monthly reach.

"To reach almost a third of EMS respondents every day, far eclipsing all our rivals is an achievement we're proud of. For CNN to grow its audience in an increasingly crowded marketplace puts a tangible marker of appreciation on our journalists. The reach of our brand in Africa has never been stronger and we thank our viewers for their loyalty" says Tony Maddox, executive vice president of CNN International.

"We've been producing Africa focussed programming for many years now and the EMS audience clearly has an appetite for our content and is appreciative of our unique ability to deliver the biggest news stories from all corners of the world," he adds.

Rani Raad, senior vice president, Ad Sales and Business Development at CNN International, CNN Ad Sales says, "These EMS Africa results underline the undeniable value that CNN offers its various partners, whether it be distribution platforms

advertisers. We're delighted that these results confirm that CNN, the network that invented 24hr news, is still the channel of choice and continues to be a successful brand to be associated with."

CNN adds its successful African footprint to its position as the #1 international broadcaster in the Middle East and in Europe according to EMS and the #1 international news channel in the Asia Pacific region.

CNN's EMS Africa success is announced on the eve of the annual [CNN MultiChoice African Journalist Awards](#) in Lusaka, Zambia as the network embarks on its 17th year of nurturing excellence in indigenous journalism on the continent.

** Includes BBC World News or bbc.com or BBC Mobile*

*** Includes monthly reach for CNN.com, CNNMoney.com and CNNArabic.com*

**** CNN or CNN Money*

***** Comparison with EMS Africa 2010 based on the original 5 markets: Cameroon, Morocco, Nigeria, South Africa and Kenya for consistency.*

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