

CNN, top international media brand in Africa

According to the first EMS Africa Survey by Synovate, CNN was announced the top channel for television and online audiences in Africa. The EMS Africa Survey tracked across the top 15% of income earners in 12 cities across the key strategic African markets of Nigeria, South Africa, Kenya, Morocco and Cameroon.



Rani Raad, SVP CNN International

"We're delighted that the first ever EMS Africa survey reinforces CNN as the network of choice for the continent at such a key time in its economic growth. As the demand for news content across multiple platforms grows, these results validate the strong ROI advertisers experience with exposure across CNN and online," said Rani Raad, SVP CNN International.

"They endorse the strategy of our existing African client base that aims to spread its message beyond the immediate borders, both across Africa and into Europe, Asia and Latin America, as well as underline the ROI we can play for international advertisers looking to move into Africa," added Raad.

Continued expansion

CNN continues to expand both its regional programming and international news. CNN has invested in Africa specific shows such as Inside Africa - now in its tenth year - sponsored by Zenith Bank; CNN Marketplace Africa in association with Standard Bank and African Voices sponsored by Glo.

"CNN's level of viewership in Africa is an endorsement of the brand's resonance across the region," added Raad. "We are very appreciative of the loyalty that our viewers continue to have for CNN."

CNN International ranks as the #1 TV channel in Africa for monthly (61%), weekly (49%) and daily (27%) reach, compared with BBC World (51% monthly, 39% weekly and 17% daily), Euronews (31% monthly, 24% weekly and 10% daily) and CNBC Africa (21% monthly, 14% weekly and 4% daily).

Online performance

CNN also out-performed its competition online. The network's websites (edition.cnn.com, moneycnn.com and Arabic.cnn.com) are also number one in Africa for monthly reach.

"With internet access, broadband and mobile penetration growing, I am delighted to see such robust results in the digital arena as well. Our combined TV and online offering attracts affluent audiences, that are so sought-after by advertisers, more than any other brand," added Raad.

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