



# PRESS RELEASE

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## **International media still on the money for the world's senior financial decision makers, says Global Capital Markets Survey**

### **CNN International tops list of news brands for the global financial community**

Results released today by the Global Capital Markets Survey (GCMS) show that in difficult economic times senior bankers, chief financial officers and treasurers at the world's largest organisations are tuning in to international television for their fix of up-to-the-minute news and information. GCMS represents two distinct types of respondents: those working in the world's largest organizations - the capital borrowers; and those working for banks and financial institutions - the capital lenders. The survey reports CNN International takes the top spot, ahead of news channels BBC World, CNBC and Bloomberg as the leading news brand for the global financial community, across all regions (Europe, Middle East, Africa, Asia-Pacific, Latin America and North America).

According to Global Capital Markets, 85% of those surveyed watched international television four weeks preceding the survey and 69% had tuned in to international television in the seven days leading up to the survey. The results validate international television as the medium of choice for corporate financial professionals who have a direct hand in raising capital and trading the markets during the recession.

"In tough times when market confidence is low, these results speak volumes from an audience who are key financial influencers and play an integral role in keeping the global economy ticking over. The main message for advertisers is that to reach this elusive audience of finance heavy-weights, CNN delivers that promise better than any other network", said Jonathan Davies, Executive Vice President Ad Sales, CNN International.

Across Europe, the Middle East, Africa, North America and the Asia-Pacific region, CNN leads its closest competitors BBC World, CNBC and Bloomberg in monthly, weekly and daily reach, cementing its position as the number one news brand across each region. Globally, 73% of financial management in the world's 2000 largest organisations tune in to CNN each month, positioning the network 20 percentage points ahead of its nearest rival, CNBC (CNBC 53%, Bloomberg 45%, BBC World 45%). At 57%, CNN's weekly reach ranks 17 percentage points higher than its nearest rival CNBC; the network also leads the field in daily reach.

Amongst the senior management of banks and financial institutions, CNN ranks as top choice, exhibiting a clear lead over the competition in all three measures. CNN connects with 72% of senior bankers on a monthly basis (Bloomberg 55%, CNBC 53%, BBC World 53%), 54% weekly (CNBC 41%, Bloomberg 39%, BBC World 36%) and 29% daily (CNBC 23%, Bloomberg 21%, BBC World 16%).

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As today's financial professionals increasingly look to online for the latest news and information, CNN records similar success with its branded websites. Combined, CNN.com and CNNMoney.com (24%) rank second only to Bloomberg.com (38%) in terms of popularity amongst survey respondents, ahead of Reuters.com (23%), FT.com (22%) and WSJ.com (20%).

"We have a growing portfolio of banking and finance clients including Zurich, ING, Deutsche Bank, Barclays Capital and Qatar Financial Centre who continue to advertise with us across both web and TV", added Davies. "Our cross platform results are an acknowledgement that we're getting it right for the financial audience".

**About the survey:**

The GCMS Survey provides data on TV viewing, website usage and readership among CFOs and senior financial decision makers in the world's largest organisations, and among top managers of financial institutions, commercial and investment banks. Conducted by Think Media Consultancy, with a global universe representing 9756 individuals in 33 countries, the fieldwork was carried out between October 2008 and March 2009.

**More information:**

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