

# CNN leads audience reach: Europe, Africa, Middle East

JOHANNESBURG, SA / ATLANTA, US: According to an independent survey, CNN leads audience reach across Europe, Middle East and Africa in first-time release of multi-regional data.



According to the results from the latest Synovate's EMS Survey, CNN is channel of choice for EMEA's business travellers and business decision makers

## 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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