

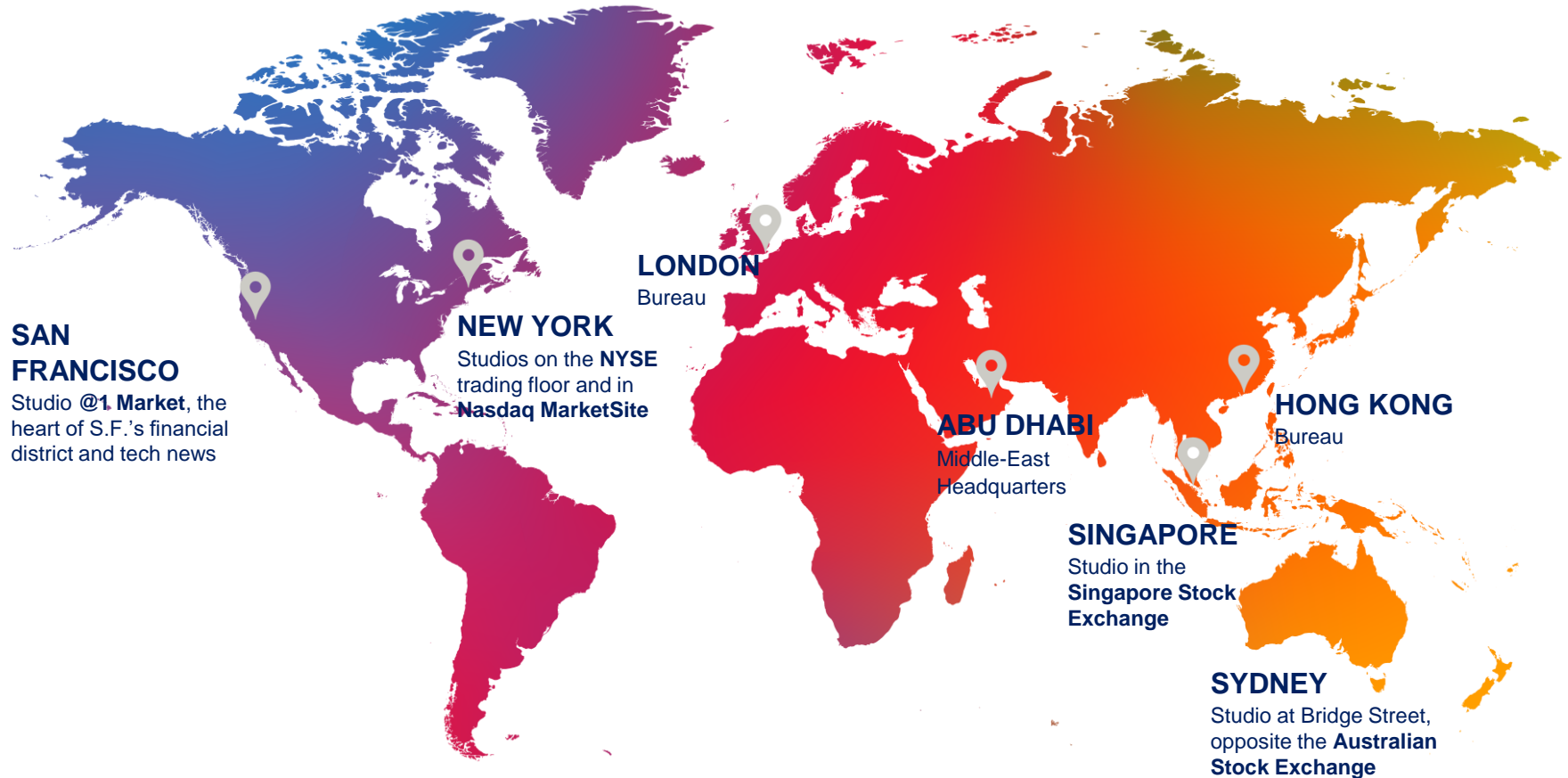


**CNBC – Where the World's Influencers congregate**

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# Leader in Global Business News Curation

## THE BIGGEST “STAGE” FOR OPINION LEADERS



1

CNBC Home Market Bureaus are **strategically located** at the world's largest financial markets

2

**Exclusive broadcast presence** at key stock exchanges such as NYSE, NASDAQ, and SGX

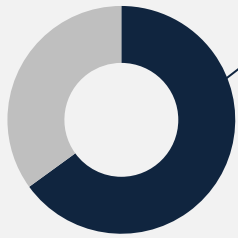
3

First and direct access to **opinion leaders**

# Live Across Platforms

## INCREASING RELEVANCE OF LIVE CONTENT WITH THE RISE OF SOCIAL

### Global demand for live video content



65%

Prefer watching video programming live\*  
53% say they tune in live so they can join in the conversation on social media

### Rise of live event coverage, especially on social media

Fueled by the desire to be part of the collective conversation



## Live content is in our DNA

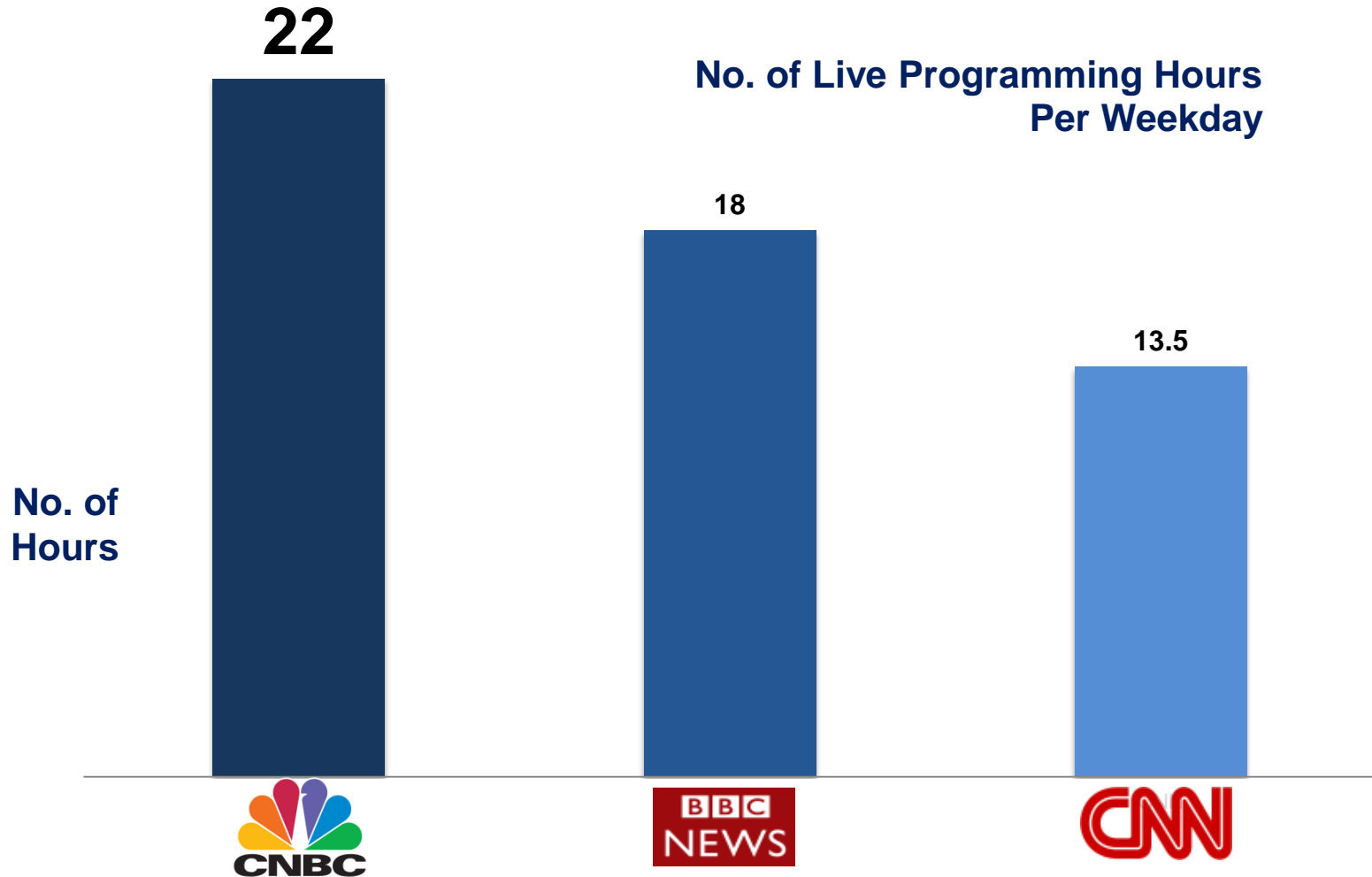
CNBC's "always LIVE" format is not easily replicable



# Leading Channel in Live Content

CNBC PRODUCES MORE HOURS OF LIVE CONTENT ON WEEKDAYS THAN BBC & CNN

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Sources:

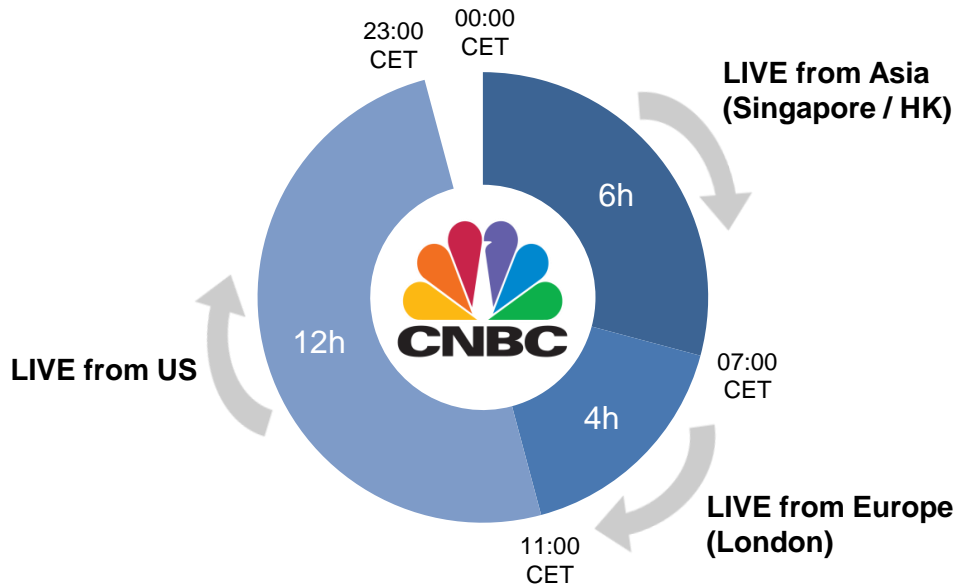
Internal monitoring of competitors channels

<http://www.bbc.co.uk/worldnews/programmes/schedules/asiapacific>

[http://edition.cnn.com/CNN/schedules/asia\\_pacific/](http://edition.cnn.com/CNN/schedules/asia_pacific/)

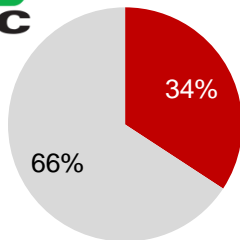
# Live from Around the World

## UNSCRIPTED LIVE ACCESS TO GLOBAL LEADERS

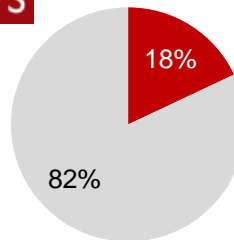


**Live format of CNBC programs allows for real interaction with global leaders who come on as guests or guest hosts**

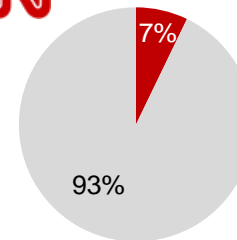
### Program breakdown:



*Fewer packages, more banter and free-flowing interviews with high-profile guests*



*General news channels rely more on news packages and interviews with in-house correspondents*



- Live interviews with guests
- News packages, interviews with in-house correspondents

# Business News with the Biggest Names

CNBC'S GUEST BOOKING ABILITY SPANS ACROSS DIVERSE INDUSTRIES



## 1. PROGRAM ANCHORS

Squawk Box US is currently anchored by Joe Kernan, Andrew Ross Sorkin and Becky Quick



## 2. GUEST HOST

Business titans – e.g. Warren Buffet, Jack Welch, Sam Zell etc.



## 3. GUESTS

### Heads of state / politicians



**Barack Obama**  
Then President of the United States



**Mike Pence**  
Then Vice Presidential Candidate

### Tech unicorn leaders, e.g.



**Elon Musk**  
CEO & Founder,  
Tesla and SpaceX



**Nathan Blecharczyk**  
CTO & Co-founder,  
Airbnb



**Steve Huffman**  
CEO & Co-founder,  
Reddit

### Industry captains (C-suite executives)

- Internet, IT, tech
  - Real Estate
  - Oil & Energy
  - Consumer Goods
  - Mining & Metals
  - F&B
  - Airlines/Aviation
  - Pharmaceuticals
- And many more

# Exclusive and First – Global Leaders Speak to CNBC First

1000+ GLOBAL INTERVIEWS PER WEEK

WATCH VIDEO



**Sir Martin Sorrell, CEO WPP** about earnings for WPP and digital developments across the business (Mar 2018)



**Arianna Huffington, Founder Thrive Global** talks about the “Big Tech Backlash” (Feb 2018)



**HM Queen Rania of Jordan**, speaks to “CNBC Conversation” host Tanya Bryer and gets candid on U.S. policies, peace efforts in the Middle East and her hopes for the future. (Jan 2018)



**Carlos Ghosn, CEO of Renault-Nissan-Mitsubishi**, speaks to CNBC about staying on as CEO and main drivers for the company’s strong results. (Feb 2018)

# Historical Guest Booking Relationships

## WITH TRUMP ADMINISTRATION & ADVISORS

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Our past relationship with the current Trump Administration and Advisors has no bearing on CNBC's current and future editorial decisions



**David Malpass**  
Economic advisor  
to Donald Trump



**Steve Mnuchin**  
United States  
Secretary of the  
Treasury



**Gary Cohn**  
Chief Economic  
Advisor



**Wilbur Ross**  
United States  
Secretary of  
Commerce



**Peter Navarro**  
Director of the White  
House National Trade  
Council



# Feature Content



## The Edge (Tech program)

CNBC's The Edge explores the limitless potential of innovation: From how new products and ideas will shape our lives to the long-term investment opportunity that'll bring you high yield returns.



## Marketing.Media.Money

Marketing.Media.Money profiles the chief marketing officers at some of the world's biggest brands, exploring their careers, their business challenges and how they are directing their significant advertising spend.



## The CNBC Conversation

An interview program reserved for the most influential individuals: heads of states or CEOs of large cap companies.



## Trailblazers

CNBC's Trailblazers travels across the globe bringing insight into some of the world's key cities through the eyes of the celebrities that live there.



## Access Middle East

Managing Asia for the Middle East Region, featuring CEOs, entrepreneurs and other business leaders at the top of their fields. In addition, it takes a more in-depth look at specific industry sectors and interviews public policy makers.



## The Brave Ones

The Brave Ones charts the rise of some of the world's most successful entrepreneurs through intimate one-on-one interviews.



**AIA with David Beckham**  
"Marketing.Media.Money"



**Gwyneth Paltrow & LA**  
"Trailblazers"



**Bill McDermott**  
"The Brave Ones"

# Live Coverage of Industry Events



Who's making news on the Code Conference?



ADB Annual Meeting



Coverage from the 2014 Detroit Auto show.



Farnborough International Airshow



Mobile World Congress



Asian Financial Forum



Coverage from the 2014 Auto Shanghai



Singapore Airshow



Coverage from Dec 2016 OPEC meeting



IMF/World Bank Spring Meeting



Frankfurt Motor Show

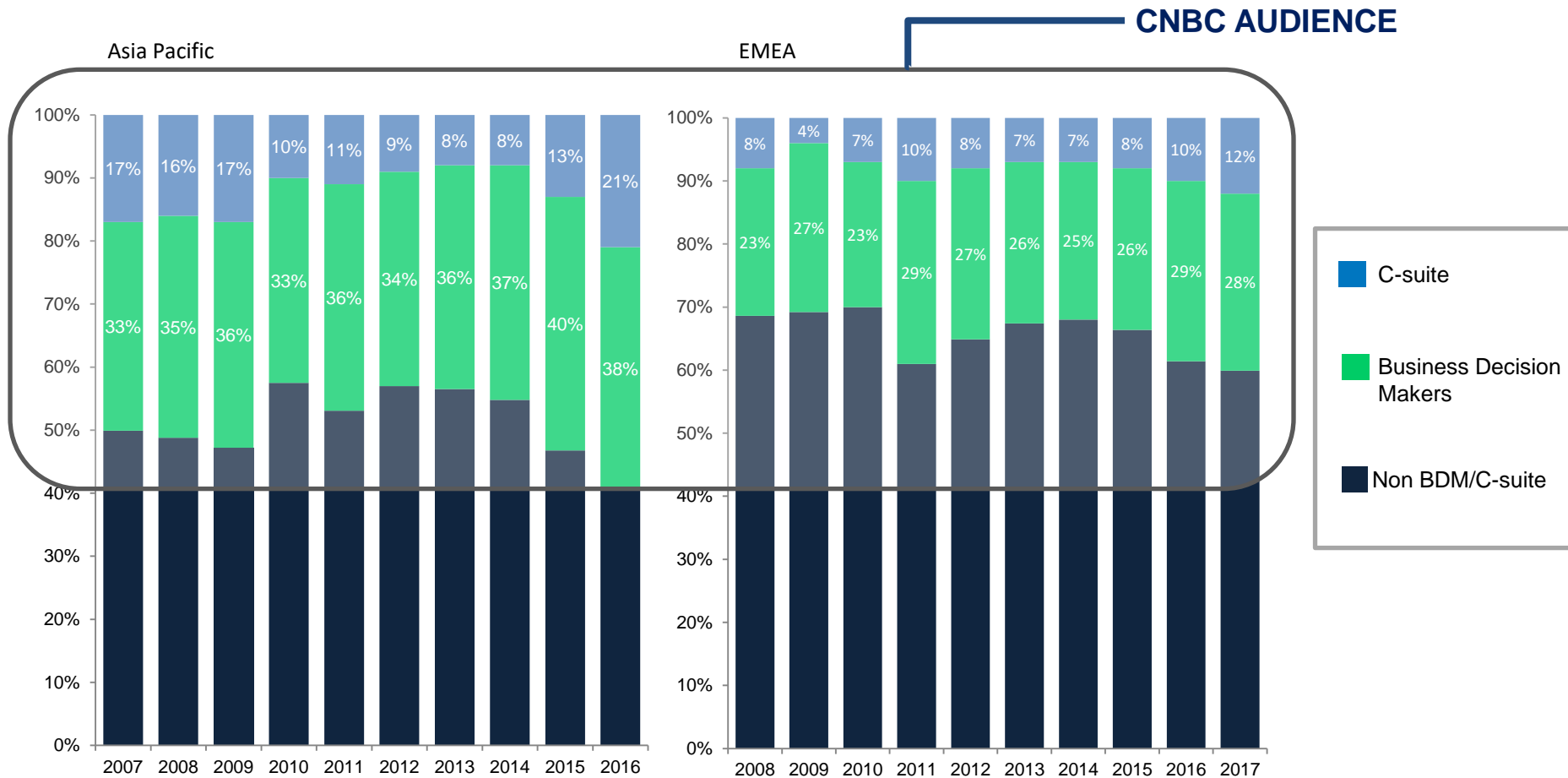


ABLA

# CNBC Audience Profile

DELIVERING A CONSISTENT PROFILE OF SENIOR BUSINESS AUDIENCE OVER TIME

% among CNBC viewers



Source: Ipsos Affluent Survey APAC and Europe 2007 to 2017; Base: Monthly CNBC viewers.

# CNBC Audience Profile

## **C** SUITE

Key business decision makers form the core of CNBC's audience.

The C-suite comprises CEOs, Chairmen, Managing Directors, Presidents, Owners/Partners, CFOs, and Other chief or C-level officers.



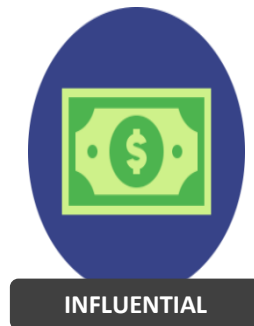
1 in 3 

Have a post grad degree or have an MBA.



62% 

Are influencers who regularly access/update their social or professional networking sites.

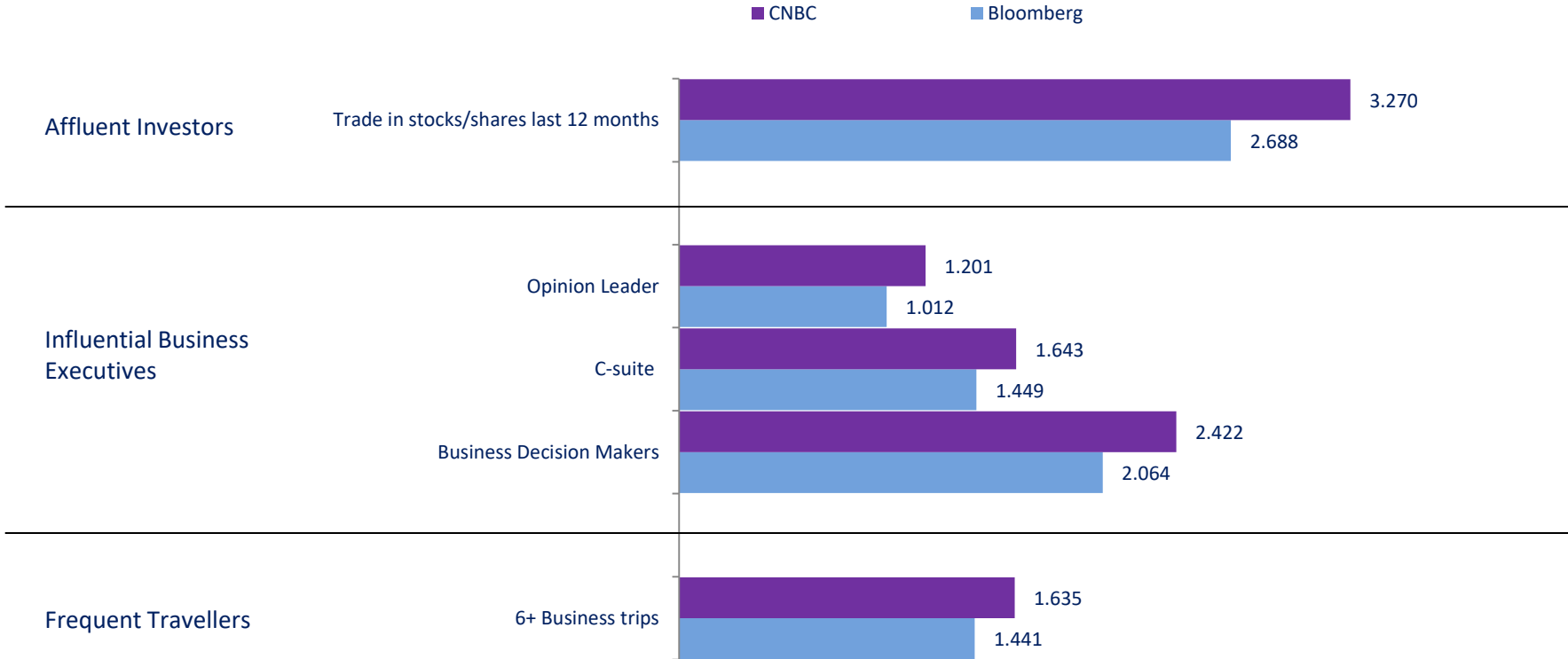


82% 

More likely to have involvement in capital expenditure €1m+

# CNBC reaches more Affluent Investors, Influential Business Executives and Frequent Travellers than Bloomberg every month

Monthly TV and Digital Viewers (000)



Source: Ipsos Affluent Europe 2017

# Attracting a Younger Demographic

## REACHING THE NEXT GENERATION OF CNBC AUDIENCE



### Insights and inspiration for managing your business, career and money

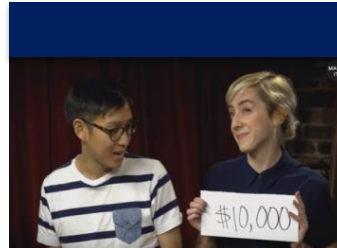
- ✓ Advice from leading business leaders and entrepreneurs
- ✓ Small business tips and actionable guidance
- ✓ Aspirational text and video packages featuring real people inspiring others

**Focus:** In a little over a year, “Make It” has gone from an idea to a full team (~20) transitioning CNBC from “all things business” to “all things money”

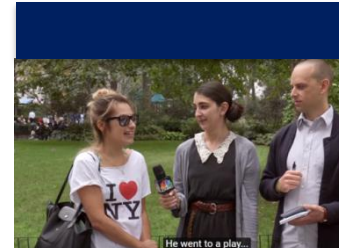
**Audience:** Addresses a dissatisfied, yet aspirational audience



**Cash Diet**  
Armed with a camera, Kathleen Elkins takes you through her her life in NYC with \$60 per week – all cash!



**Couples compete**  
Newlywed Game-style to determine which duo knows more about their partners' financial life.



**A funny, entertaining host**  
interviews average people on the street about their finances. Do they know their credit score?

# CNBC EXPLAINS

## “CNBC Explains” dissects the complicated economics of our world

- ✓ Everything from stocks and corporate balance sheets, to international trade and government policies

### Performance

Consistent top performers across all social platforms:

- ✓ “**Is Uber in trouble**” garnered over 21k views on YouTube in 6 days
- ✓ “**Why is Hong Kong so expensive?**” garnered over 46k YouTube views and 408k organic Facebook views
- ✓ “**Blockchain**” was a trending topic on Twitter with over 20k retweets



# Attracting a Younger Demographic

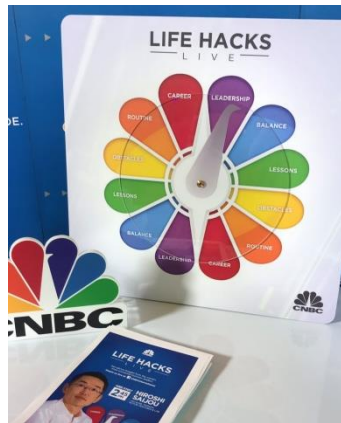
## REACHING THE NEXT GENERATION OF CNBC AUDIENCE



# SOCIAL ENGAGEMENT

Digital native videos and live Q&A with Facebook audience through collaboration on events

- **Life Hacks Live** series
- Videos native for the YouTube, Instagram and Facebook audience.



Interview with Standard Chartered CEO, Bill Winters, on 26 May 2017 as he answered questions from viewers on Facebook



Facebook Live interview with Gary Vee at RISE Conference 2017



# APPENDIX

## LIVE COVERAGE OF INDUSTRY EVENTS

# Events (US) – At a glance

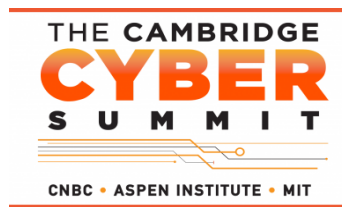
## Business, Finance, Government and Economy

- iConic
- ETF Live Virtual Conference
- Consumer Analyst Group of NY Conference
- The Sohn Conference, New York City
- Delivering Alpha, New York City
- DealBook Conference, New York City
- WWD Apparel & Retail CEO Summit, New York City
- Baron Investment Conference, New York City
- eMerge Americas, Miami
- Lundgren Global Retailing Conference, Tuscon
- Schwab IMPACT, Chicago
- Aspen Ideas Festival, Aspen



## Technology

- Disruptor 50 Gala
- Net/Net, Chicago
- Cambridge Cyber Summit, Boston
- South by Southwest Interactive, Austin
- Consumer Electronics Show, Las Vegas
- Money 20/20, Las Vegas
- DEF CON Black Hat, Las Vegas
- Salesforce Dreamforce, San Francisco
- Code Conference, Rancho Palos Verdes



# Events (Europe) – At a glance

## Business, Finance, Government and Economy

- World Economic Forum, Davos
- Investors' Choice Awards, London
- IBEC Conference, Dublin
- Innovate Finance Global Finance Summit, London
- Millennial 20/20
- SPIEF, St Petersburg
- Ambrosetti Forum, Lake Como
- Women of the Future Awards, London
- UBS European Conference, London

## Technology & Media

- Mobile World Congress x2, Barcelona, Shanghai
- FT Digital Media Conference, London
- Money 20/20, Copenhagen
- Pioneers conference, Vienna
- Viva Technology, Paris
- Web Summit x4, Global
- Festival of Media x3



# Events (Asia) – At a glance

## Economic Events

- China Development Forum, Beijing
- Boao Forum for Asia, Hainan
- China Entrepreneur Club, China
- ADB Annual Meeting, Frankfurt
- CLSA China Forum, Chengdu
- Nikkei's Future of Asia Conference, Tokyo
- G7 Summit, Japan
- US & China Strategic & Economic Dialogue
- Singapore Summit
- G20 Finance Ministers and Central Bank Governors Meeting, Hangzhou
- APEC Finance Ministers Meeting, Peru
- World Knowledge Forum, South Korea
- ASEAN Summit, Laos
- World Islamic Economic Forum
- APEC CEO Summit



## Technology

- CES Asia, Shanghai
- Seoul Digital Forum, Seoul
- CommunicAsia, Singapore
- Cloud Asia, Singapore
- Mobile World Congress, Shanghai



APPENDIX  
C-SUITE GUEST LIST  
(JAN 2018)

# CNBC ASIA

FROST & SULLIVAN

**Ajay Sunder**  
Vice President



**Catherine Li**  
CEO



**Kris Marzalek**  
CEO



**James Fong**  
CEO



**Callum Henderson**  
Managing Director



**Yan Li**  
COO



**Yi Wang**  
CEO



**Louis Hsieh**  
CFO



**James Guo**  
CFO



**Ran Zhang**  
CFO



**Mark Weinberger**  
CEO & Chairman



**Raymund Chao**  
Chairman

# CNBC EUROPE



**Neil Murray**  
CEO



**Mike Coupe**  
CEO



**Sebastien Bazin**  
CEO



**Richard Lim**  
CIO



**Ahmad Al Khowaiter**  
CTO



**Jim Hackett**  
CEO

# CNBC US



**Rick Stollmeyer**  
CEO & Chairman



**Tom Farrell**  
CEO



**Chris Rondeau**  
CEO



**Constellation  
Brands**

**Rob Sands**  
CEO



**Kevin Conroy**  
CEO



**Jane Elfers**  
CEO



**Kevin Mansell**  
CEO



**Dani Reiss**  
CEO



**Patrick Doyle**  
CEO & President



**John Miler**  
CEO



**Randall Shatzman**  
CEO



**Alex Faherty**  
CEO



**Doug Merritt**  
CEO



**Michael McGarry**  
CEO



**Dave Portnoy**  
CEO



# CNBC US



**Bracken Darrell**  
CEO



**Scott Santi**  
CEO



**Gary Kelly**  
CEO



**Kevin Johnson**  
CEO



**Kevin Johnson**  
CEO

