



Cable TV - Rate Card #13: International Cable Networks

Networks: BBC WORLD NEWS & CNN INTERNATIONAL & BLOOMBERG

Subscriber HH's: varies by network, see below

Type: 30-Sec

Rotation: varies by network, see below

Availability: not guaranteed until time of placement



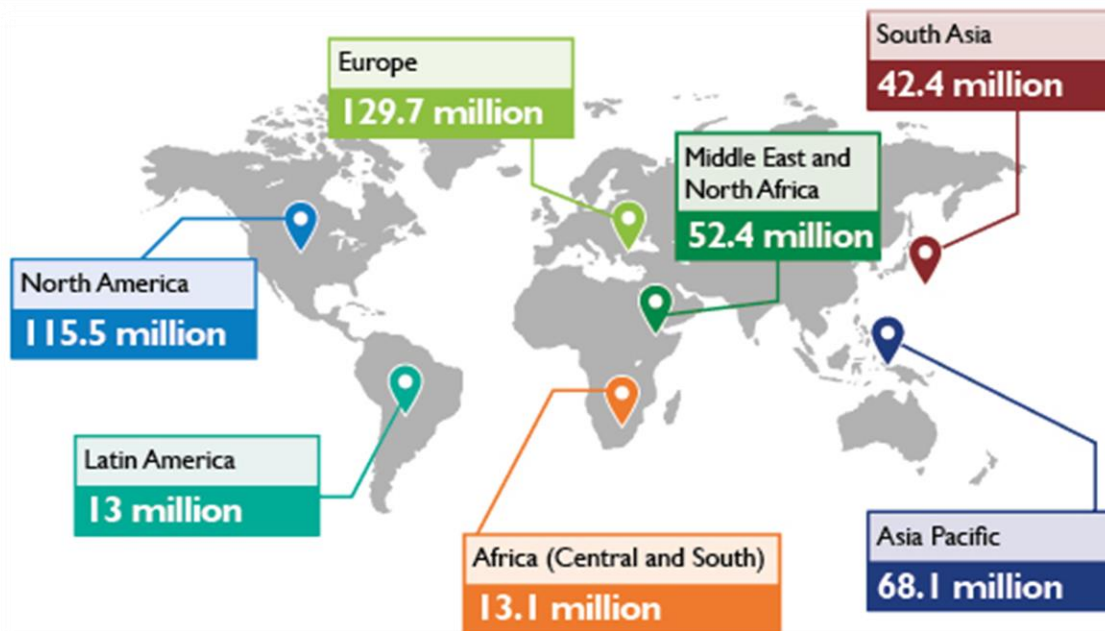
BBC NEWS

** Available in over 200 countries and 434 million households!*

** Reaching affluent, well travelled, influential audiences across the globe!*

** Complimentary digital presence reaching 85 million unique browsers per month, #1 news brand on Twitter, 65 million Facebook likes!*

** Journalists in more countries breaking more stories from more places around the world than any other news provider!*



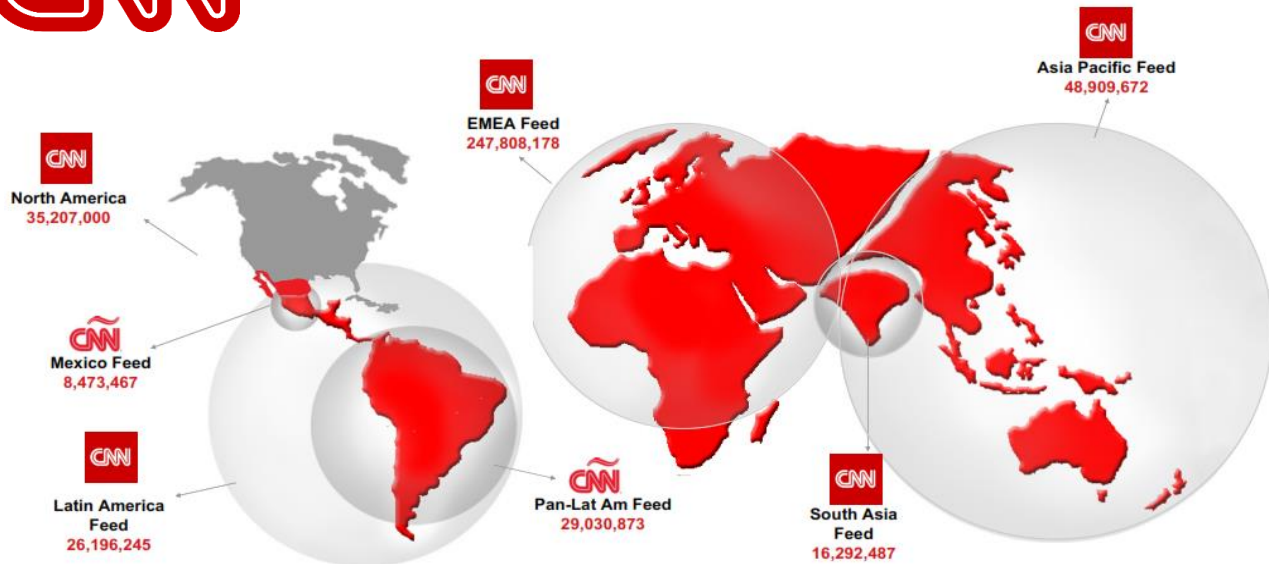
<u>Asia Pacific Feed</u>	<u>Europe Feed</u>		<u>South Asia Feed</u>	<u>ME & NA Feed</u>	<u>Latin Am Feed</u>	<u>North Am Feed</u>	<u>Africa Feed</u>
Australia	Austria	Switzerland	Bangladesh	Kazakhstan	Argentina	USA	South Africa
Brunei	Belgium	Albania	Bhutan	Un Arab Emirates	Bolivia	Canada	Burundi
Cambodia	Cyprus	Armenia	India		Brazil	Caribbean	Ghana
Fiji	Denmark	Bosnia	Maldives		Chile		Guinea
Hong Kong	Finland	Bulgaria	Myanmar		Colombia		Kenya
Indonesia	France	Croatia	Nepal		Costa Rica		Mauritius
Japan	Germany	Czech Republic			Dom Republic		Morocco
Macau	Greece	Estonia			Ecuador		Mozambique
Malaysia	Iceland	Georgia			El Salvador		Namibia
Mongolia	Ireland	Hungary			Guatemala		Nigeria
New Zealand	Israel	Latvia			Honduras		Rwanda
Pap New Guinea	Luxembourg	Lithuania			Mexico		Tanzania
Philippines	Malta	Moldova			Nicaragua		Uganda
Singapore	Monaco	Poland			Panama		ROA
South Korea	Netherlands	Romania			Paraguay		
Taiwan	Norway	Russia			Peru		
Thailand	Portugal	Serbia			Puerto Rico		
Vietnam	Spain	Slovakia			Uruguay		
	Sweden	Slovenia			Venezuela		
		Ukraine					

BBC News	Weekday Rates			Weekend Rates		
ASIA PACIFIC	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
68.1 million HHs	M-F	6a-9:30a	\$2,250	SA-SU	6a-9:30a	\$1,500
	M-F	9:30a-5p	\$1,063	SA-SU	9:30a-5p	\$938
	M-F	5p-7p	\$2,313	SA-SU	5p-7p	\$1,375
	M-F	7p-12m	\$3,625	SA-SU	7p-12m	\$1,875
	M-F	12m-2a	\$938	SA-SU	12m-2a	\$500
	M-F	2a-6a	\$375	SA-SU	2a-6a	\$250
BBC News	Weekday Rates			Weekend Rates		
EUROPE	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
129.7 million HHs	M-F	6a-9:30a	\$6,813	SA-SU	6a-9:30a	\$5,000
	M-F	9:30a-5p	\$2,250	SA-SU	9:30a-5p	\$3,000
	M-F	5p-7p	\$6,250	SA-SU	5p-7p	\$4,500
	M-F	7p-12m	\$8,500	SA-SU	7p-12m	\$6,000
	M-F	12m-2a	\$2,250	SA-SU	12m-2a	\$2,000
	M-F	2a-6a	\$875	SA-SU	2a-6a	\$750
BBC News	Weekday Rates			Weekend Rates		
SOUTH ASIA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
42.4 million HHs	M-F	6a-9:30a	\$1,500	SA-SU	6a-9:30a	\$1,500
	M-F	9:30a-5p	\$1,063	SA-SU	9:30a-5p	\$938
	M-F	5p-7p	\$1,875	SA-SU	5p-7p	\$1,375
	M-F	7p-12m	\$2,625	SA-SU	7p-12m	\$2,125
	M-F	12m-2a	\$563	SA-SU	12m-2a	\$500
	M-F	2a-6a	\$375	SA-SU	2a-6a	\$250
BBC News	Weekday Rates			Weekend Rates		
MIDDLE EAST	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
52.4 million HHs	M-F	6a-9:30a	\$1,875	SA-SU	6a-9:30a	\$1,875
	M-F	9:30a-5p	\$500	SA-SU	9:30a-5p	\$500
	M-F	5p-7p	\$2,125	SA-SU	5p-7p	\$2,125
	M-F	7p-12m	\$3,125	SA-SU	7p-12m	\$3,125
	M-F	12m-2a	\$813	SA-SU	12m-2a	\$813
	M-F	2a-6a	\$375	SA-SU	2a-6a	\$375
BBC News	Weekday Rates			Weekend Rates		
LATIN AMERICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
13 million HHs	M-F	6a-9:30a	\$625	SA-SU	6a-9:30a	\$625
	M-F	9:30a-5p	\$188	SA-SU	9:30a-5p	\$188
	M-F	5p-7p	\$750	SA-SU	5p-7p	\$750
	M-F	7p-12m	\$1,125	SA-SU	7p-12m	\$1,125
	M-F	12m-2a	\$625	SA-SU	12m-2a	\$625
	M-F	2a-6a	\$125	SA-SU	2a-6a	\$125
BBC News	Weekday Rates			Weekend Rates		
NORTH AMERICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
115.5 million HHs	M-F	6a-9:30a	\$750	SA-SU	6a-9:30a	\$750
	M-F	9:30a-5p	\$375	SA-SU	9:30a-5p	\$375
	M-F	5p-7p	\$1,000	SA-SU	5p-7p	\$1,000
	M-F	7p-12m	\$1,625	SA-SU	7p-12m	\$1,625
	M-F	12m-2a	\$250	SA-SU	12m-2a	\$250
	M-F	2a-6a	\$200	SA-SU	2a-6a	\$200
BBC News	Weekday Rates			Weekend Rates		
AFRICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
13.1 million HHs	M-F	6a-9:30a	\$400	SA-SU	6a-9:30a	\$400
	M-F	9:30a-5p	\$200	SA-SU	9:30a-5p	\$200
	M-F	5p-7p	\$400	SA-SU	5p-7p	\$400
	M-F	7p-12m	\$525	SA-SU	7p-12m	\$525
	M-F	12m-2a	\$200	SA-SU	12m-2a	\$200
	M-F	2a-6a	\$200	SA-SU	2a-6a	\$200



CNN INTERNATIONAL

* Available in 374.4 million households & hotel rooms worldwide!



ASIA PACIFIC:	TV HHs	Hotel Rms	Total
Australia	2504119	52102	2556221
British Indian Ocean Terr	920	0	920
Brunei	9168	829	9997
Cambodia	7779	5217	12996
China *	82131	324183	406314
Fiji	15963	4290	20253
French Polynesia	0	2017	2017
Hong Kong	217115	35632	252747
Indonesia	895894	37617	933511
Japan	6355659	137134	6492793
Macau	35373	18260	53633
Malaysia**	327936	22352	350288
Marshall Islands	987	0	987
Micronesia/Guam	42979	7846	50825
Mongolia	58501	409	58910
Myanmar	114113	1382	115495
New Caledonia	0	375	375
New Zealand	608080	7234	615314
Papua New Guinea	13626	621	14247
Philippines	1049200	11447	1060647
Samoa	7026	92	7118
Singapore	469152	30102	499254
Solomon Islands	422	0	422
South Korea	25800894	19009	25819903
Taiwan	6194109.185	19445	6213554.185
Thailand	186311	46507	232818
Vietnam	3110000	13985	3123985
Other Asia	0	4128	4128
ASIA PACIFIC FEED TOTAL:	48,107,457	802,215	48,909,672

* General public does not have access to CNN. CNN is currently being seen in foreign residential compounds, consulates, and embassies only.

***Made in Malaysia" certification required for commercials to air in this market.

SOUTH ASIA:	TV HHs	Hotel Rms	Total
India	13,800,000	57,656	13,857,656
Bangladesh	57,000	1,072	58,072
Maldives	30,392	5,180	35,572
Nepal	100,000	1,815	101,815
Pakistan***	1,646,580	2,060	1,648,640
Sri Lanka	587,000	3,732	590,732
SOUTH ASIA FEED TOTAL:	16,220,972	71,515	16,292,487

***In Pakistan, there are an additional 500,000 homes pirating the CNN EMEA feed. These figures are not included in the totals above.

MEXICO:	TV HHs	Hotel Rms	Total
Mexico	8,271,832	201,635	8,473,467
MEXICO FEED TOTAL:	8,271,832	201,635	8,473,467

LATIN AMERICA:	TV HHs	Hotel Rms	Total
Anguilla**	2,659	*	2,659
Antigua & Barbuda	15,110	500	15,610
Argentina	3,858,408	29,370	3,887,778
Aruba**	33,555	*	33,555
Bahamas**	59,347	*	59,347
Barbados**	49,954	15	49,969
Belize	*	*	0
Bermuda**	13,815	*	13,815
Bolivia	814,955	200	815,155
Bonaire	*	*	0
Brazil	6,009,486	316,133	6,325,619
Cayman Islands**	12,088	67	12,155
Chile	2,579,774	40,024	2,619,798
Colombia**	1,824,087	19,486	1,843,573
Costa Rica**	548,286	440	548,726
Curacao**	30,688	*	30,688
Dominica**	3,388	*	3,388
Dominican Republic**	468,271	56,156	524,427
Ecuador**	115,187	4,037	119,224
El Salvador**	332,494	*	332,494
French Guiana	*	80	80
Grenada	1,278	*	1,278
Guadeloupe	16,415	*	16,415
Guatemala	1,498,146	*	1,498,146
Guyana	2,225	*	2,225
Haiti**	18,877	*	18,877
Honduras**	637,764	*	637,764
Jamaica**	369,006	14,475	383,481
Mexico	2,265,263	201,635	2,466,898
Montserrat**	1,035	*	1,035
Nicaragua	211,497	*	211,497
Netherlands Antillies	36,631	*	36,631
Panama**	300,865	4,602	305,467
Paraguay	158,271	1,324	159,595
Peru	1,738,792	17,594	1,756,386
Puerto Rico***	9	*	9
St. Kitts & Nevis**	9,876	*	9,876
St. Lucia**	28,585	*	28,585
St. Maarten**	2,403	*	2,403
St. Vincent & Grenadines	18,082	*	18,082
Suriname	855	50	905
Trinidad & Tobago**	233,105	548	233,653
Turks & Caicos	7,046	385	7,431
Uruguay	233,309	4,409	237,718
Venezuela	910,524	11,029	921,553
Virgin Islands, British**	1,775	500	2,275
LATIN AM FEED TOTAL:	25,473,186	723,059	26,196,245

* Service Available; confirmed distribution to be determined.

** Cable operators include both CNNI and CNN in their channel line-up.

*** Cable Operators in Puerto Rico carry both CNNI and CNN domestic feeds. The total above reflects DirecTV CNNI distribution from LatAm feed.

MIDDLE EAST:	TV HHs	Hotel Rms	Total
Bahrain	61734	2792.1	64526.1
Cyprus	50883	12894.5	63777.5
Egypt	18156200	65593.7	18221793.7
Iran	12543054	816	12543870
Iraq	2952474	0	2952474
Israel	1058980	20743.5	1079723.5
Jordan	1141828	7071.3	1148899.3
Kuwait	460053	4292	464345
Lebanon	673501	3983.1	677484.1
Oman	289426	3889.9	293315.9
Qatar	73000	7820.9	80820.9
Saudi Arabia	2956537	28333.5	2984870.5
Syria	2267461	1477.7	2268938.7
Turkey	24885085	40816	24925901
United Arab Emirates	148000	50629.9	198629.9
Yemen	208000	968.6	208968.6
Other Middle East	101529	1622.4	103151.4
MIDDLE EAST:	68,027,745	253,745	68,281,490

AFRICA:	TV HHs	Hotel Rms	Total
Algeria	6177936	2562.5	6180498.5
Angola	**	180.9	180.9
Benin	**	110	110
Botswana	**	1063.9	1063.9
Cameroon	**	316.8	316.8
Congo	**	379.8	379.8
Ethiopia	**	737.3	737.3
Gabon	**	274.4	274.4
Gambia	**	164.1	164.1
Ghana	**	1188.7	1188.7
Guinea	**	196	196
Ivory Coast	**	624.7	624.7
Kenya	**	5674.4	5674.4
Libya	463000	0	463000
Madagascar	3127	230.9	3357.9
Malawi	**	129.5	129.5
Mali	**	323.9	323.9
Martinique	26973	0	26973
Mauritius	190121	8664.4	198785.4
Morocco	4298490	13616.4	4312106.4
Namibia	**	852.3	852.3
Nigeria	**	3212.6	3212.6
Reunion	42790	719.5	43509.5
Senegal	**	950.2	950.2
South Africa***	8604367	25070.8	8629437.8
Swaziland	**	328.8	328.8
Tanzania	**	1991.8	1991.8
Togo	**	206	206
Tunisia	1584331	14488.6	1598819.6
Uganda	**	1729.7	1729.7
Zambia	**	1530.9	1530.9
Zimbabwe	**	1909	1909
Other Africa	34649	6787.4	41436.4
AFRICA TOTAL:	21,425,784	96,216	21,522,000

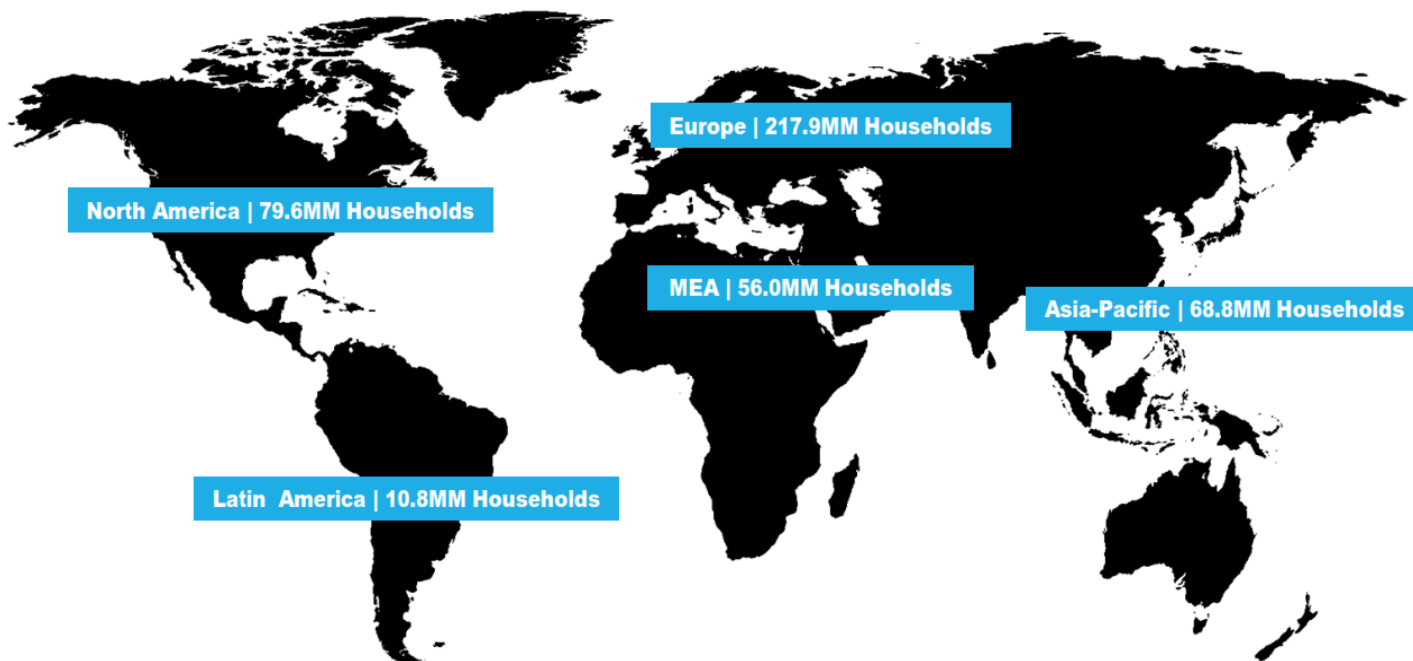
** Service available but due to non-disclosure agreement with multichoice distribution for this market cannot be disclosed.

***Total multichoice Africa distribution rolled-up into South Africa, as per above explanation.

EUROPE:	TV HHs	Hotel Rms	Total
Albania	77,870	273	78,143
Armenia	716,759	931	717,690
Austria	2,653,241	25,338	2,678,579
Azerbaijan	1,472,302	2,210	1,474,512
Belarus	438,000	891	438,891
Belgium	4,051,441	16,982	4,068,423
Bosnia & Herzegovina	340,367	92	340,459
Bulgaria	2,141,078	9,357	2,150,435
Croatia	991,895	13,275	1,005,170
Czech Republic	2,418,167	13,613	2,431,780
Denmark	563,499	15,319	578,818
Estonia	241,541	2,575	244,116
Finland	506,250	16,867	523,117
France/Monaco	19,133,309	105,718	19,239,027
Georgia	336,178	893	337,071
Germany	34,742,210	96,235	34,838,445
Gibraltar	0	218	218
Greece	520,786	32,109	552,895
Guadeloupe	25,026	0	25,026
Hungary	2,355,355	16,012	2,371,367
Iceland	7,539	2,008	9,547
Ireland	193,377	14,711	208,088
Italy	3,620,094	84,248	3,704,342
Kazakhstan	1,426,500	1,902	1,428,402
Kosovo	7,000	0	7,000
Kyrgyzstan	341,000	256	341,256
Latvia	200,121	1,898	202,019
Lithuania	624,652	2,666	627,318
Luxembourg	59,161	2,065	61,226
North Macedonia	252,232	317	252,549
Malta	118,252	4,164	122,416
Moldova	44,794	424	45,218
Montenegro	51,647	862	52,509
Netherlands	2,951,469	31,903	2,983,372
Norway	1,193,819	41,345	1,235,164
Poland	11,511,800	16,640	11,528,440
Portugal	3,490,646	21,234	3,511,880
Romania	7,895,729	6,712	7,902,441
Russia	16,872,803	23,381	16,896,184
Serbia	1,725,310	787	1,726,097
Slovak Republic	427,605	3,981	431,586
Slovenia	308,600	849	309,449
Spain	6,515,014	163,390	6,678,404
Sweden	1,166,301	43,794	1,210,095
Switzerland	2,794,511	23,167	2,817,678
Tajikistan	550,000	0	550,000
Turkmenistan	20,000	0	20,000
Ukraine	4,709,267	4,365	4,713,632
United Kingdom	13,919,474	183,050	14,102,524
Uzbekistan	222,000	1,584	223,584
Other Europe	6,176	1,911	8,087
EUROPE TOTAL:	156,952,167	1,052,520	158,004,687

EMEA FEED TOTAL:	246,405,696	1,402,482	247,808,178
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CNN International	Weekday Rates			Weekend Rates		
EMEA FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
247,808,178 HHs	M-F	6a-9a	\$12,000	SA-SU	6a-9a	\$8,000
	M-F	9a-12n	\$4,500	SA-SU	9a-12n	\$5,500
	M-F	12n-2p	\$3,750	SA-SU	12n-2p	\$6,000
	M-F	2p-5p	\$3,750	SA-SU	2p-5p	\$3,500
	M-F	5p-7p	\$12,000	SA-SU	5p-7p	\$6,500
	M-F	7p-12m	\$19,250	SA-SU	7p-12m	\$9,500
	M-F	12m-2a	\$4,000	SA-SU	12m-2a	\$2,750
	M-F	2a-4a	\$750	SA-SU	2a-4a	\$750
	M-F	4a-6a	\$2,250	SA-SU	4a-6a	\$1,750
CNN International	Weekday Rates			Weekend Rates		
ASIA FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
48,909,672 HHs	M-F	6a-930a	\$6,250	SA-SU	6a-9a	\$3,250
	M-F	930a-12n	\$3,250	SA-SU	9a-12n	\$2,750
	M-F	12n-2p	\$1,750	SA-SU	12n-2p	\$3,250
	M-F	2p-5p	\$1,750	SA-SU	2p-5p	\$2,250
	M-F	5p-7p	\$5,000	SA-SU	5p-7p	\$3,250
	M-F	7p-12m	\$7,000	SA-SU	7p-12m	\$4,750
	M-F	12m-2a	\$2,750	SA-SU	12m-2a	\$2,000
	M-F	2a-6a	\$500	SA-SU	2a-6a	\$250
CNN International	Weekday Rates			Weekend Rates		
SOUTH ASIA FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
16,292,487 HHs	M-F	6a-9a	\$1,313	SA-SU	6a-9a	\$1,250
	M-F	9a-12n	\$563	SA-SU	9a-12n	\$750
	M-F	12n-2p	\$250	SA-SU	12n-2p	\$875
	M-F	2p-5p	\$250	SA-SU	2p-5p	\$688
	M-F	5p-7p	\$813	SA-SU	5p-7p	\$875
	M-F	7p-12m	\$1,313	SA-SU	7p-12m	\$1,125
	M-F	12m-2a	\$563	SA-SU	12m-2a	\$563
	M-F	2a-6a	\$188	SA-SU	2a-6a	\$188
CNN International	Weekday Rates			Weekend Rates		
NORTH AMERICA FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
35,207,000 HHs	M-F	6a-9a	\$1,418	SA-SU	6a-9a	\$1,350
	M-F	9a-12n	\$608	SA-SU	9a-12n	\$810
	M-F	12n-2p	\$270	SA-SU	12n-2p	\$945
	M-F	2p-5p	\$270	SA-SU	2p-5p	\$743
	M-F	5p-7p	\$878	SA-SU	5p-7p	\$945
	M-F	7p-12m	\$1,418	SA-SU	7p-12m	\$1,215
	M-F	12m-2a	\$608	SA-SU	12m-2a	\$608
	M-F	2a-6a	\$203	SA-SU	2a-6a	\$203
CNN International	Weekday Rates			Weekend Rates		
LATIN AMERICA FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
26,196,245 HHs	M-F	6a-10a	\$3,938	SA-SU	6a-10a	\$3,063
	M-F	10a-2p	\$1,875	SA-SU	10a-6p	\$1,750
	M-F	2p-6p	\$2,625	SA-SU	6p-12m	\$4,438
	M-F	6p-12m	\$4,688	SA-SU	12m-6a	\$1,313
	M-F	12m-2a	\$2,625			
	M-F	2a-6a	\$1,313			
CNN International	Weekday Rates			Weekend Rates		
MEXICO FEED	Daypart	Hours	Rate	Daypart	Hours	Rate
8,473,467 HHs	M-F	6a-10a	\$2,625	SA-SU	6a-10a	\$2,313
	M-F	10a-2p	\$1,250	SA-SU	10a-6p	\$1,250
	M-F	2p-6p	\$1,438	SA-SU	6p-12m	\$3,563
	M-F	6p-12m	\$3,688	SA-SU	6m-6a	\$938
	M-F	12m-2a	\$1,138			
	M-F	2a-6a	\$488			



North America	79,559,000
United States	65,000,000
Canada	6,000,000
Mexico	8,559,000

U.S. DMA:

New York	5,856,000
Los Angeles	2,790,000
Chicago	2,441,000
Philadelphia	2,349,000
Dallas	1,751,000
San Francisco	1,776,000
Boston	2,090,000
Washington DC	2,124,000
Atlanta	1,721,000
Houston	1,448,000

Latin America	10,779,000
Brazil	4,100,000
Argentina	2,772,000
Colombia	1,151,000
Venezuela	1,132,000
Caribbean	347,000

Europe	217,917,000
France	41,583,000
Germany	36,919,000
Turkey	21,865,000
United Kingdom	18,844,000
Poland	17,678,000
Italy	16,117,000
Spain	11,445,000
Switzerland	5,804,000
Bulgaria	5,671,000
Portugal	5,107,000

Middle East/Africa	56,007,000
Iran	10,264,000
United Arab Emirates	5,888,000
Iraq	2,355,000
Saudi Arabia	1,944,000
Israel	1,387,000
Algeria	6,600,000
Egypt	6,227,000
Morocco	5,591,000
Tunisia	3,196,000
South Africa	2,020,000
Nigeria	1,939,000

Asia-Pacific	68,790,000
Japan*	30,028,000
South Korea	14,166,000
India	8,000,000
Taiwan	4,447,000
Vietnam	2,572,000
Australia	2,396,000
Hong Kong	1,573,000
Malaysia	1,507,000
Philippines	1,309,000
Singapore	954,000
Indonesia	724,000
Thailand	490,000
Mongolia	347,000

Bloomberg TV	Weekday Rates			Weekend Rates		
NORTH AMERICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
79.6 million HHs	M-SU	12m-5a	\$250	SA-SU	5a-12m	\$500
Bloomberg	M-F	5a-9a	\$1,125			
	M-F	9a-5p	\$1,250			
	M-F	5p-12m	\$1,000			
Bloomberg TV	Weekday Rates			Weekend Rates		
ASIA-PACIFIC	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
68.8 million HHs	M-Th, SU	12m-5a	\$163	SA-SU	5a-12m	\$650
Bloomberg	M-F	5a-9a	\$838	F-SA	12m-5a	\$163
	M-F	9a-5p	\$900			
	M-F	5p-12m	\$675			
Bloomberg TV	Weekday Rates			Weekend Rates		
AUSTRALIA-PACIFIC	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
2.396 million HHs	M-Th, SU	12m-5a	\$113	SA-SU	5a-12m	\$488
Bloomberg	M-F	5a-9a	\$563	F-SA	12m-5a	\$113
	M-F	9a-5p	\$725			
	M-F	5p-12m	\$563			
Bloomberg TV	Weekday Rates			Weekend Rates		
LATIN AMERICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
10.8 million HHs	M-Th, SU	12m-5a	\$50	SA-SU	5a-12m	\$150
Bloomberg	M-F	5a-9a	\$313	F-SA	12m-5a	\$50
	M-F	9a-5p	\$350			
	M-F	5p-12m	\$288			
Bloomberg TV	Weekday Rates			Weekend Rates		
MIDDLE EAST/AFRICA	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
56 million HHs	M-Th, SU	12m-5a	\$58	SA-SU	5a-12m	\$203
Bloomberg	M-F	5a-9a	\$338	F-SA	12m-5a	\$58
	M-F	9a-5p	\$383			
	M-F	5p-12m	\$293			
Bloomberg TV	Weekday Rates			Weekend Rates		
EUROPE	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
200 million HHs	M-Th, SU	12m-5a	\$100	SA-SU	5a-12m	\$150
Bloomberg	M-F	5a-9a	\$1,013	F-SA	12m-5a	\$100
	M-F	9a-5p	\$1,063			
	M-F	5p-12m	\$488			
Bloomberg TV	Weekday Rates			Weekend Rates		
UK	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>	<u>Daypart</u>	<u>Hours</u>	<u>Rate</u>
18 million HHs	M-Th, SU	12m-5a	\$100	SA-SU	5a-12m	\$150
Bloomberg	M-F	5a-9a	\$675	F-SA	12m-5a	\$100
	M-F	9a-5p	\$800			
	M-F	5p-12m	\$176			



CNBC INTERNATIONAL

* Available in 380 million households worldwide!

* Available in 162 Countries & Territories worldwide!

ASIA PACIFIC	78.6M
CNBC Asia:	13.4M
CNBC Australia:	2.9M
CNBC TV18 (India):	28M
Nikkei CNBC (Japan):	5.8M
SBS CNBC (S. Korea):	28.5M
CCTV-2 (China):	372M
Asia Hotel Rooms:	376K
EMEA	214.5M
CNBC EMEA:	172.5M
CNBC Class (Italy):	11.4M
CNBC Arabiya (Middle East)	52M
CNBC Africa:	24.1M
EMEA Hotel Rooms:	440K
AMERICAS	87.2M
CNBC US:	86.7M
CNBC World:	22.2M
CNBC LATAM	510K
US Hotel Rooms:	800K



ASIA PACIFIC 78.6M	EMEA 214.5M	AMERICAS 87.2M
CNBC Asia Channel^{^^^} 13.4M CNBC Australia Channel 2.9M CNBC TV 18 (India) 28M Nikkei CNBC (Japan)^{^^^} 5.8M SBS-CNBC (Korea)[^] 28.5M CCTV-2 (China)^{^^} 372M Hotel Rooms 376K	CNBC EMEA Channel 172.5M Class CNBC (Italy)^{**} 11.4M CNBC Arabiya^{**} 52M CNBC Africa 24.1M Hotel Rooms 440K	CNBC Latin America 510K

CNBC INTERNATIONAL	Weekday Rates			Weekend Rates		
ASIA PACIFIC	Daypart	Hours	Rate	Daypart	Hours	Rate
78.6 million HHs	M-F	6am-12m	\$2,700	SA-SU	6am-12m	\$2,700

CNBC ASIA CHANNEL	HOUSEHOLDS	HOTEL ROOMS
Brunei	12,158	106
Cambodia	3,333	713
China	16,878	165,273
Hong Kong	189,704	52,113
Indonesia	324,306	14,969
Japan	See Nikkei CNBC	2,857
Laos	13,000	N.A.
Macau	N.A.	5,846
Malaysia	425,033	16,033
Maldives	5,846	N.A.
Myanmar	30,000	N.A.
Papua New Guinea	3,688	372
Philippines	82,982	840
Saipan/Guam	15,420	1,407
Singapore	319,331	28,258
South Korea ^	7,049,000	7,507
Sri Lanka	50,542	N.A.
Taiwan	2,960,912	8,013
Thailand	161,160	12,152
Vietnam	1,689,880	1,639
CNBC ASIA	13,353,173	318,098

CNBC AUSTRALIA CHANNEL	HOUSEHOLDS	HOTEL ROOMS
Australia	2,337,148	13,851
New Zealand	589,736	6,897
CNBC AUSTRALIA	2,926,884	20,748

CNBC PARTNER CHANNELS	HOUSEHOLDS/ HOTEL ROOMS
CNBC TV18 (India)	28,022,403
Nikkei CNBC (Japan) ^ ^ ^	5,783,993
SBS CNBC (South Korea) ^	28,525,000

CNBC CONTENT PARTNER	HOUSEHOLDS
CCTV-2 (China) ^ ^	372,000,000

CNBC INTERNATIONAL	Weekday Rates			Weekend Rates		
EMEA	Daypart	Hours	Rate	Daypart	Hours	Rate
214.5 million HHs	M-F	6am-12m	\$7,000	SA-SU	6am-12m	\$7,000

CNBC EMEA CHANNEL	HOUSEHOLDS (000S)
Western Europe	91,429
Austria	3,095
Belgium	2,815
France	18,723
Germany	26,865
Ireland	392
Italy	9,444
Luxembourg	188
Malta	96
Monaco	6
Netherlands	1,213
Portugal	2,303
Spain	6,047
Switzerland	3,561
United Kingdom	16,681
Northern Europe	2,480
Denmark	325
Finland	303
Iceland	18
Norway	784
Sweden	1,049
Central Europe	12,857
Czech Republic	859
Hungary	434
Poland	10,144
Romania	1,000
Slovakia	420

CNBC EMEA CHANNEL	HOUSEHOLDS (000S)
South Eastern Europe	9,365
Bulgaria	828
Croatia	501
Cyprus	59
Greece	1,889
Serbia & Montenegro	224
Slovenia	168
Turkey	5,304
Bosnia	226
Macedonia	6
Albania	160
Eastern Europe	8,590
Belarus	251
Estonia	245
Latvia	80
Lithuania	124
Russia	1,745
Ukraine	2,358
Other CIS	3,612
Georgia	146
Moldova	20
TOTAL EUROPE	124,720

CNBC EMEA CHANNEL	HOUSEHOLDS (000S)
Middle East**	11,999
Gulf States	3,042
Israel	377
Egypt	6,227
Syria	1,639
Lebanon	147
Jordan	567
Africa	35,792
Algeria	5,018
Morocco	4,267
Tunisia	2,392
Nigeria***	5,208
Rest of Africa***	13,408
South Africa***	5,500
TOTAL MIDDLE EAST/N.AFRICA	47,791
TOTAL CNBC EMEA	172,521

PARTNER CHANNELS	HOUSEHOLDS (000S)
CNBC Class (Italy)	11,400
CNBC Arabiya (Middle East)	52,000
CNBC Africa	24,116

CNBC INTERNATIONAL	Weekday Rates			Weekend Rates		
LATIN AMERICA	Daypart	Hours	Rate	Daypart	Hours	Rate
0.6 million HHs	M-F	6am-12m	\$375	SA-SU	6am-12m	\$375

CNBC LATIN AMERICA CHANNEL	HOUSEHOLDS
Sky Mexico (Universe Pack)	35,700
Sky Mexico (HD Pack)	443,900
Cable Onda - Panama	30,000
CNBC LATAM CHANNEL	509,600

Rate Card Updated: 4/18/2025

NOTES

1. All rates include a Free Infrastructure Review.
2. Clients must approve all final schedules prior to placement.
3. All network placement is subject to availability at the time of placement.
4. All placements after November 15 may be subject to potential rate increase of +25%.
5. All spots are subject to content approval by network/platform prior to placement.
6. All payments in US Dollars.
7. All airtime is fixed and non-cancellable.
8. Narrowed dayparts available at a 20-30% rate increase.



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