



National Media Spots Inc.

PH: 888-579-8088

media@nationalmediaspots.com

www.nationalmediaspots.com



Network Profile

BBC World News is an international television network ranked #1 in factual reporting versus commentary/opinion reporting. BBC World News has more journalists than any other news broadcaster.

Age

Average Age **55**

Net Worth

HNWIs \$1M+ **59%**

Avg Net Worth **2.3m**

Gender

Male **52%**

Female **48%**

Household Income

HHI \$150k+ **76%**

Average HHI **\$373k**

PI \$100k+ **74%**

Average PI **\$179k**

Career

Business Decision Makers **72%**

Top Management **36%**

C-Suites **15%**

Featured Programs

Culture Shifters

Influential w/Katty Kay

The Specialist

World's Table

Future Planet

Watch List

AI vs The Mind

Business Today: Opening Bell

Executive Lounge