



## **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**



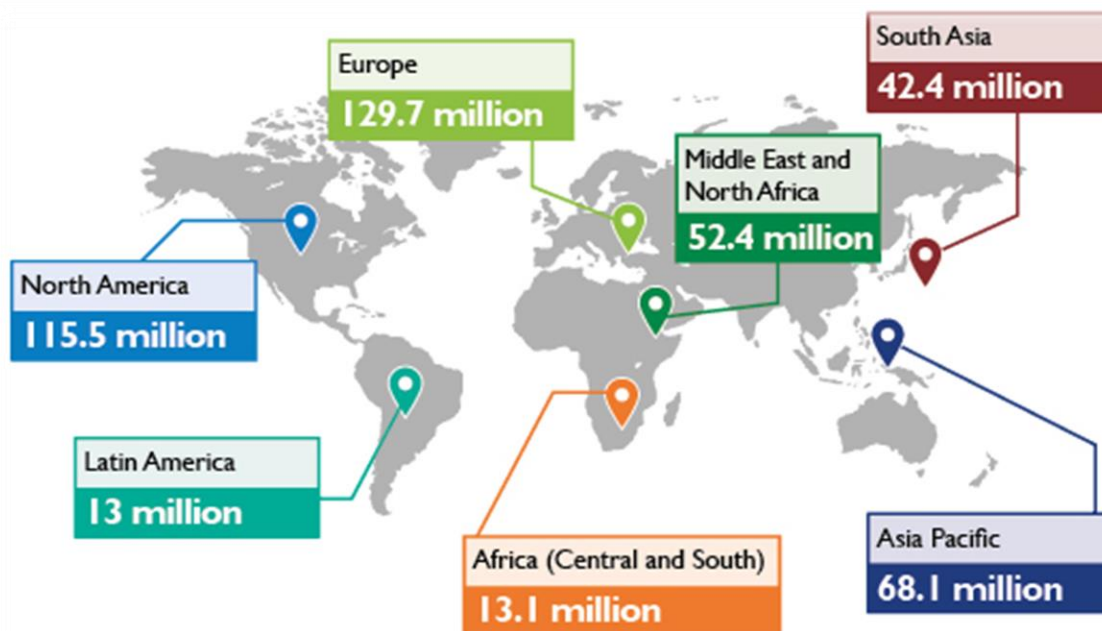
## **BBC WORLD NEWS**

*\* 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!*



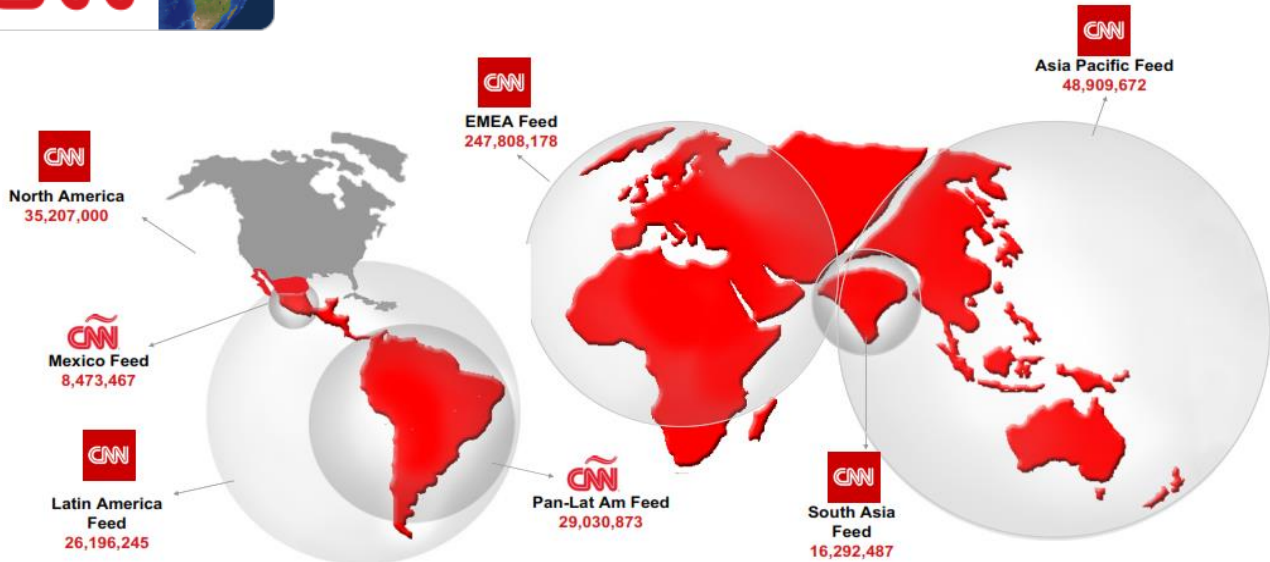
| <u>Asia Pacific Feed</u> | <u>Europe Feed</u> |                | <u>South Asia Feed</u> | <u>ME &amp; NA Feed</u> | <u>Latin Am Feed</u> | <u>North Am Feed</u> | <u>Africa Feed</u> |
|--------------------------|--------------------|----------------|------------------------|-------------------------|----------------------|----------------------|--------------------|
| 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 World 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 World 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 World 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 World 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 World 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 World 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 World 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              |
| <b>ASIA PACIFIC FEED TOTAL:</b> | <b>48,107,457</b> | <b>802,215</b> | <b>48,909,672</b> |

\* 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           |
| <b>SOUTH ASIA FEED TOTAL:</b> | <b>16,220,972</b> | <b>71,515</b> | <b>16,292,487</b> |

\*\*\*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        |
| <b>MEXICO FEED TOTAL:</b> | <b>8,271,832</b> | <b>201,635</b> | <b>8,473,467</b> |

| 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             |
| <b>LATIN AM FEED TOTAL:</b> | <b>25,473,186</b> | <b>723,059</b> | <b>26,196,245</b> |

\* 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          |
| <b>MIDDLE EAST:</b>  | <b>68,027,745</b> | <b>253,745</b> | <b>68,281,490</b> |

| 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           |
| <b>AFRICA TOTAL:</b> | <b>21,425,784</b> | <b>96,216</b> | <b>21,522,000</b> |

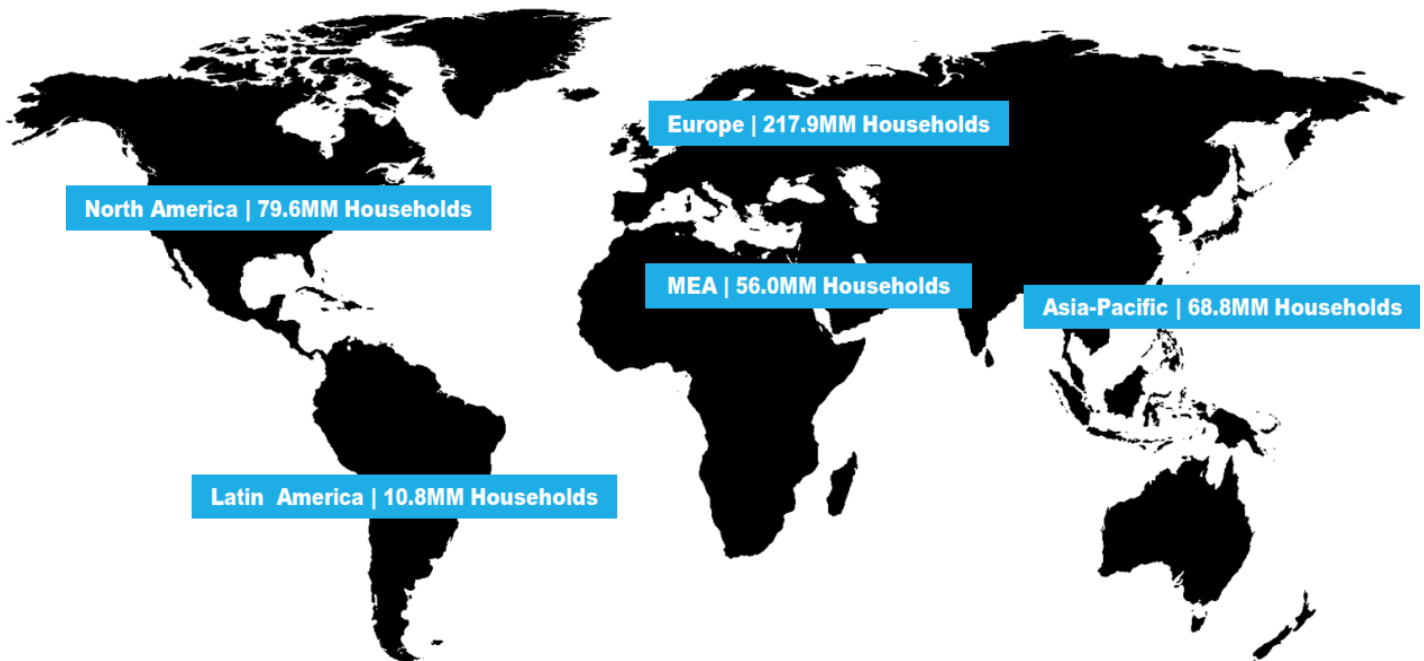
\*\* Service available but due to non-disclosure agreement with multichoice distribution for this market cannot be disclosed.

\*\*\*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              |
| <b>EUROPE TOTAL:</b> | <b>156,952,167</b> | <b>1,052,520</b> | <b>158,004,687</b> |

|                         |                    |                  |                    |
|-------------------------|--------------------|------------------|--------------------|
| <b>EMEA FEED TOTAL:</b> | <b>246,405,696</b> | <b>1,402,482</b> | <b>247,808,178</b> |
|-------------------------|--------------------|------------------|--------------------|

|                                                                                     |                      |              |             |                      |              |             |
|-------------------------------------------------------------------------------------|----------------------|--------------|-------------|----------------------|--------------|-------------|
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>EMEA FEED</b>                                                                    | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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     |
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>ASIA FEED</b>                                                                    | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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       |
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>SOUTH ASIA FEED</b>                                                              | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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       |
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>NORTH AMERICA FEED</b>                                                           | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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       |
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>LATIN AMERICA FEED</b>                                                           | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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     |                      |              |             |
|                                                                                     |                      |              |             |                      |              |             |
| <b>CNN International</b>                                                            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>MEXICO FEED</b>                                                                  | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> | <b>Daypart</b>       | <b>Hours</b> | <b>Rate</b> |
| 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  |
| <b>U.S. DMA:</b> |            |
| 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    |

|                                |                      |              |             |                      |              |             |
|--------------------------------|----------------------|--------------|-------------|----------------------|--------------|-------------|
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>NORTH AMERICA</b>           | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$1,125     |                      |              |             |
|                                | M-F                  | 9a-5p        | \$1,250     |                      |              |             |
|                                | M-F                  | 5p-12m       | \$1,000     |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>ASIA-PACIFIC</b>            | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$838       | F-SA                 | 12m-5a       | \$163       |
|                                | M-F                  | 9a-5p        | \$900       |                      |              |             |
|                                | M-F                  | 5p-12m       | \$675       |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>AUSTRALIA-PACIFIC</b>       | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$563       | F-SA                 | 12m-5a       | \$113       |
|                                | M-F                  | 9a-5p        | \$725       |                      |              |             |
|                                | M-F                  | 5p-12m       | \$563       |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>LATIN AMERICA</b>           | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$313       | F-SA                 | 12m-5a       | \$50        |
|                                | M-F                  | 9a-5p        | \$350       |                      |              |             |
|                                | M-F                  | 5p-12m       | \$288       |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>MIDDLE EAST/AFRICA</b>      | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$338       | F-SA                 | 12m-5a       | \$58        |
|                                | M-F                  | 9a-5p        | \$383       |                      |              |             |
|                                | M-F                  | 5p-12m       | \$293       |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>EUROPE</b>                  | <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       |
| <b>Bloomberg</b><br>TELEVISION | M-F                  | 5a-9a        | \$1,013     | F-SA                 | 12m-5a       | \$100       |
|                                | M-F                  | 9a-5p        | \$1,063     |                      |              |             |
|                                | M-F                  | 5p-12m       | \$488       |                      |              |             |
|                                |                      |              |             |                      |              |             |
| <b>Bloomberg TV</b>            | <b>Weekday Rates</b> |              |             | <b>Weekend Rates</b> |              |             |
| <b>UK</b>                      | <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       |
| <b>Bloomberg</b><br>TELEVISION | 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!

|                            |               |
|----------------------------|---------------|
| <b>ASIA PACIFIC</b>        | <b>78.6M</b>  |
| 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          |
| <b>EMEA</b>                | <b>214.5M</b> |
| CNBC EMEA:                 | 172.5M        |
| CNBC Class (Italy):        | 11.4M         |
| CNBC Arabiya (Middle East) | 52M           |
| CNBC Africa:               | 24.1M         |
| EMEA Hotel Rooms:          | 440K          |
| <b>AMERICAS</b>            | <b>87.2M</b>  |
| 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 <sup>^^^</sup>   | 13.4M |             | CNBC EMEA Channel                | 172.5M |                | CNBC Latin America | 510K |
|                    | CNBC Australia Channel             | 2.9M  |             | Class CNBC (Italy) <sup>**</sup> | 11.4M  |                |                    |      |
|                    | CNBC TV 18 (India)                 | 28M   |             | CNBC Arabiya <sup>**</sup>       | 52M    |                |                    |      |
|                    | Nikkei CNBC (Japan) <sup>^^^</sup> | 5.8M  |             | CNBC Africa                      | 24.1M  |                |                    |      |
|                    | SBS-CNBC (Korea) <sup>^</sup>      | 28.5M |             |                                  |        |                |                    |      |
|                    | CCTV-2 (China) <sup>^^</sup>       | 372M  |             |                                  |        |                |                    |      |
|                    | Hotel Rooms                        | 376K  |             | Hotel Rooms                      | 440K   |                |                    |      |

| 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) |
|------------------------|-------------------|
| <b>Western Europe</b>  | <b>91,429</b>     |
| 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            |
| <b>Northern Europe</b> | <b>2,480</b>      |
| Denmark                | 325               |
| Finland                | 303               |
| Iceland                | 18                |
| Norway                 | 784               |
| Sweden                 | 1,049             |
| <b>Central Europe</b>  | <b>12,857</b>     |
| Czech Republic         | 859               |
| Hungary                | 434               |
| Poland                 | 10,144            |
| Romania                | 1,000             |
| Slovakia               | 420               |

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

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

| 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: 11/11/2021

#### 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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