PROOF V INSTINCT

Audience insights and the evolution of the digital newsroom

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Our most valuable asset is our audience.
Our global footprint:

Key stats

- Households and hotels around the world available to CNN: 484m+
- The most followed news brand on social media: 166m+
- Global unique visitors a month: 299m+
- Global video starts a month: 477m+

Source: CNN distribution report Q2 2019; CNN Digital Worldwide properties, Q4, 2019; Facebook, CNN and CNN International, as of July 17, 2019; Twitter, CNN, CNNi and CNN BRK, as of July 17, 2019; Instagram, CNN, as of July 17, 2019.
Use audience insights to challenge newsroom structures and grow
They consume 10+ hours of media daily. 3 hours of that is on mobile*

Source: Global World Index Survey, Q3 2018
The type of content different audiences consume is constantly evolving.
Audience acquisition strategies must constantly evolve in parallel.
Maximising opportunities

10-14
Peak time for Japanese to visit CNN.com on desktop

62%
engage with CNN on Android devices globally (31% in US)

67%
describe themselves as foodies

59%
will engage with brands if they offer high quality

80%
are interested in role of the US in the global economy

Sources: Global World Index Survey, Q3 2018
CNN Brand Perception Study, Jan 2019
Adobe Reports & Analytics
How do you stand out from the crowd?
Our audience knows us for unbiased, objective and impartial reporting
Identify your content gaps. And **fill** them.
Engaged audiences are valuable no matter how small.
Consumers expect us to understand them and engage with them - at the right time, in the right place
Where audiences find us
Maximise your content potential by making regional news relevant to a global audience.
Creative perspectives for **important** stories

China is the big winner from Europe's Brexit chaos

Boris Johnson is trapped in a Brexit prison he helped build
Turning insights into influence

#myfreedomday, March 11

• 1 billion+ Twitter impressions
• 100 million unique timelines
• Tens of millions of video views on Facebook, Instagram
• Celebrity support
What does it all mean for driving change?

• Audience = opportunity
• Be transparent with your newsroom
• Be firm on your definitions of success and failure
• Strategize accordingly in line with company goals