The ‘Ipsos Affluent Survey: Europe’ – what is it?

• The ‘Ipsos Affluent Survey: Europe’ (formerly called the ‘EMS’) is a survey of the most affluent people within Europe.
• It surveys 28,000 respondents representing 52 million people throughout Europe
• These are taken from the top 20% of affluent households from each country within Europe and represent the top 13% of affluent individuals within each country.
• The survey covers 21 key European markets
• Respondents include senior business managers, frequent flyers and high income earners.
The survey covers all major European markets

Austria  Belgium  Czech Republic  Denmark  Finland  France
Germany  Hungary  Ireland  Italy  Luxembourg  Netherlands
Norway  Poland  Portugal  Russia  Spain  Sweden
Switzerland  Turkey  United Kingdom
How the survey output is used

Trading

• The ‘Ipsos Affluent Survey : Europe’ is the main planning and buying currency for pan European Media
• Subscribed by the main pan European agencies and media owners

Profiling

• As well as measuring media consumption the survey also covers a wide variety of ownership, lifestyle and attitudinal data
Many key pan European broadcasters use the survey
Sky News viewing in Europe
Sky News international reaches

12.1 Million Affluent Europeans every month

Source: Ipsos Affluence Survey: Europe 2015
Sky News is one of the biggest International channels in Europe

### Daily Reach (%)

- Arte: 8.4
- Eurosport: 6.4
- Discovery Channel: 5.5
- Sky News: 5.3
- MTV: 5.2
- Nat Geo: 5.0
- CNN: 3.4
- Eurosport 2: 3.1
- History: 3.0
- euronews: 3.0

### Monthly Reach (%)

- Arte: 38.6
- Eurosport: 36.0
- Discovery Channel: 34.2
- Nat Geo: 33.4
- MTV: 32.5
- CNN: 29.8
- Sky News: 23.6
- BBC World News: 21.0
- History: 20.5
- euronews: 19.7

Source: Ipsos Affluence Survey: Europe 2015
Sky News is the biggest channel in Europe amongst all news and business channels

Source: Ipsos Affluence Survey: Europe 2015
Almost two thirds of Sky News viewers come from outside of the UK

- United Kingdom: 37.3%
- Italy: 20.6%
- Germany: 12.7%
- Poland: 4.4%
- Portugal: 2.6%
- Spain: 2.9%
- France: 3.3%
- Scandanavia: 3.6%
- Turkey: 2.4%
- Benelux: 2.4%
- Other: 5.0%

Source: Ipsos Affluence Survey: Europe 2015
Despite both having a strong international reputation, Sky News has a higher reach than the BBC outside of the UK.

Source: Ipsos Affluence Survey: Europe 2015, based on all countries excluding UK
The Sky News audience in Europe
average age 47

0.7 kids in home

86% married or living as married

€60,000 per year (personal income)

3 people in the home

62% male

72% in higher education

Source: Ipsos Affluence Survey: Europe 2015
Sky News reaches more of many key business target groups

<table>
<thead>
<tr>
<th>Target Group</th>
<th>Sky NEWS</th>
<th>CNN</th>
<th>euronews</th>
<th>BBC World News</th>
<th>CNBC Europe</th>
<th>Bloomberg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top select 3%</td>
<td>7.6</td>
<td>5.0</td>
<td>4.1</td>
<td>4.2</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>Personal income over €60,000</td>
<td>7.5</td>
<td>4.3</td>
<td>2.9</td>
<td>3.6</td>
<td>1.3</td>
<td>1.6</td>
</tr>
<tr>
<td>Influential opinion leader</td>
<td>8.4</td>
<td>6.3</td>
<td>4.6</td>
<td>4.7</td>
<td>2.1</td>
<td>1.9</td>
</tr>
<tr>
<td>Business decision maker</td>
<td>8.1</td>
<td>5.1</td>
<td>3.9</td>
<td>4.1</td>
<td>1.8</td>
<td>1.9</td>
</tr>
<tr>
<td>Business spend over €30,000</td>
<td>8.1</td>
<td>5.0</td>
<td>3.8</td>
<td>3.9</td>
<td>1.7</td>
<td>1.9</td>
</tr>
<tr>
<td>Head of department</td>
<td>8.4</td>
<td>4.9</td>
<td>4.2</td>
<td>3.9</td>
<td>1.7</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Top 3% Select includes: Top Managers - Senior managers at establishments with 10+ employees AND Responsible for 1+ employees AND Personal income of €40k+ / Frequent Flyers - 6+ international business air trips / High Income Earners - Personal income of €80k

Source: Ipsos Affluence Survey: Europe 2015
Sky News viewers enjoy sports, tech, are generous, career minded and like to try new things

“I enjoy watching sports events in public places (118)
I often donate money to charity (117)
People ask my advice when they are looking to buy tech or elec. products (115)
I like trying out new things (113)
I am always one of the first to have technologically innovative products (112)
I am willing to make an extra effort to achieve my career goals (112)
I prefer to buy well known brands (111)"

Source: Ipsos Affluence Survey: Europe 2015
Summary

• The ‘Ipsos Affluence Survey: Europe’ covers the top 13% of Europe's affluent population.
• It covers all key European territories and is used for trading international channels and profiling this upmarket segment.
• Sky News reaches 12.1 million European affluent across each month.
• This makes it one of the biggest international channels in Europe and the biggest in the news market.
• It is bigger than BBC World News even outside of the UK. Around two thirds of Sky News viewers are outside of the UK.
• Sky News has a desirable profile and reaches more than its competitive set for a wide range of key business criteria.