



Bloomberg Broadcast



Europe and Central Asia		211,015,000*	
Albania	Finland	Liechtenstein	Serbia
Armenia	France	Lithuania	Slovakia
Andorra	Georgia	Luxembourg	Slovenia
Austria	Germany	Macedonia	Spain
Azerbaijan	Gibraltar	Malta	Sweden
Belarus	Greece	Moldova	Switzerland
Bosnia	Hungary	Montenegro	Tajikistan
Bulgaria	Iceland	Netherlands	Turkey
Croatia	Ireland	Norway	Turkmenistan
Cyprus	Italy	Poland	Ukraine
Czech Republic	Kazakhstan	Portugal	UK & Channel Islands
Denmark	Kyrgyzstan	Romania	Uzbekistan
Estonia	Latvia	Russia	

Asia Pacific		33,194,763*	
Australia	3,030,587	Myanmar	26,500
Cambodia	5,287	New Zealand	38,896
Hong Kong	3,266,253	Papua New Guinea	11,774
India	3,000,000	Guam	9,607
Indonesia	742,460	Philippines	158,097
Korea	15,189,032	Singapore	966,754
Japan	22,203	Sri Lanka	75,517
Macau	26,814	Taiwan	3,802,712
Malaysia	1,116,692	Thailand	287,872
Maldives	198	Vietnam	1,115,000



Bloomberg Broadcast Cont.



Latin America	10,654,238*
Argentina	2,751,154
Aruba	43
Barbados	4,073
Bonaire	1,835
Brazil	4,025,621
Caribbean	347,412
Cayman Islands	926
Chile	271,989
Colombia	1,204,688
Curacao	10,058
Dominican Republic	17,500
Ecuador	57,612
El Salvador	75,263
Guatemala	59,798
Honduras	38,395
Islands	4,573
Nicaragua	6,328
Panama	52,941
Paraguay	63,141
Peru	67,455
Puerto Rico	44,825
Trinidad & Tobago	46,575
Uruguay	255,228

North America	83,984,137*
Canada	6,020,000
Mexico	8,572,582
United States	69,391,555
- Boston	1,970,000
- Chicago	2,359,000
- Los Angeles	2,627,000
- New York	5,619,000
- Philadelphia	2,445,000
- San Francisco	1,723,000
- Washington, DC	2,086,000

Middle East	43,152,000*
Bahrain	
Jordan	
Kuwait	
Lebanon	
Iraq	
Israel	
Oman	
Qatar	
Saudi Arabia	
Syria	
United Arab Emirates	
Yemen	

Africa	28,430,000*
Algeria	
Angola	
Egypt	
Kenya	
Mauritius	
Morocco	
Nigeria	
Seychelles	
South Africa	
Tunisia	

* = audience reach Q1 2017

**TOTAL BLOOMBERG AUDIENCE REACH:
410,430,138**

Additional Broadcast Networks



Channel	Audience Reach*	Territories
Africable	300 000 000	North and West Africa
Africa Channel USA	10 000 000	USA
Africa Channel UK	15 000 000	UK and Ireland
Africa Channel	30 000 000	Middle East and Asia
Africa Today TV	6 000 000	USA
AIT	119 000 000	Nigeria
AIT International	1 800 000	Africa, Europe, US
AMC TV	4 000 000	Nigeria
AZAM TV	1 500 000	East and Central Africa
Benie TV	55 000 000	Central and West Africa
Business Day TV	500 000	South Africa
Business Television Africa	3 000 000	West Africa
Clar TV	1 500 000	Liberia
CRTV	3 000 000	Cameroon
DD News	589 000 000	India
eBotswana	500 000	Botswana
EBRU TV	10 500 000	Kenya
ET Now	275 000	India
ETV	16 000 000	South Africa

Additional Broadcast Networks



Channel	Audience Reach	Territories
India News	122 000 000	India
Liberia Broadcasting System	900 000	Liberia
Luntha TV	3 000 000	Malawi
Mauritius Broadcasting Corp.	200 000	Mauritius
Multimesh	40 000 000	Nigeria, West Africa
MultiTV World	14 000 000	West Africa
ORTM	8 000 000	Mali, West Africa
RTNC	2 000 000	Congo, Central Africa
RTS Senegal	13 000 000	Senegal
Star TV	28 000 000	Tanzania
SUN TV	33 000 000	Latin America
TV 3	12 000 000	Ghana
TV10	2 000 000	Rwanda
TV Zimbo	6 000 000	Angola and West Africa
Urban TV	817 000	Uganda
WE TV	3 100 000	Nigeria
WTV	5 000 000	Kenya

*Total Audience Reach for Additional Broadcasters :

1,461,092,000

Total Audience Reach for Bloomberg and Additional Broadcasters:

1,871,522,138