



INTERNATIONAL
COMMERCIAL

CNNIC Insights Session

THE GLOBAL VIEW ON THE MEDIA LANDSCAPE AND BANGLADESH

ACCELERATED SHIFTS IN BEHAVIOUR

1



Found an even louder voice

2



Digital & social first

3



Decision-making

4



Reflection & re-evaluation

5



Going beyond sustainability



What does this mean for
BRANDS & PUBLISHERS?

1

Have a deep
and enriched
knowledge of
your audiences



+16%

Audience understanding is more
effective in driving brand respect
than informative content

2

Build meaningful connections through emotion & shared values

58%

agree branded content generated an emotional connection¹

+17%

uplift in shared values of CNN branded content²

73%

agree that branded content helps trust brands more¹

+22%

branded content on CNN is effective in challenge preconceptions²

3

Provide audiences with premium content that they will relate to



78%

Agree that they are more likely to engage with content that is relevant to them

The background of the image is a dark, low-key photograph of a man with a full white beard and a balding head. He is wearing a dark suit jacket and is looking upwards and to the right with a thoughtful expression. The lighting is dramatic, highlighting his facial features against a dark, blurred background of what appears to be an interior space with architectural elements and lights.

AUTHENTICITY IN OUR STORYTELLING

is key to delivering content that informs, inspires & engages



CNN

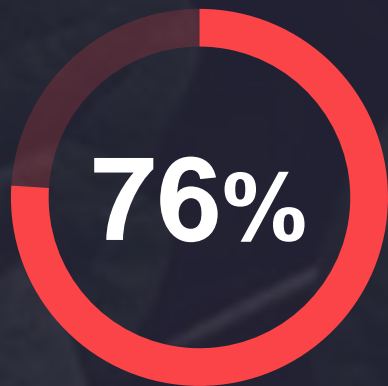
2021 PARTNERSHIP WITH

SAMSUNG

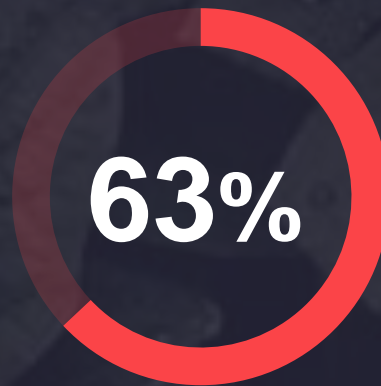


Today, a brand or country's purpose is more
VALUABLE THAN EVER BEFORE

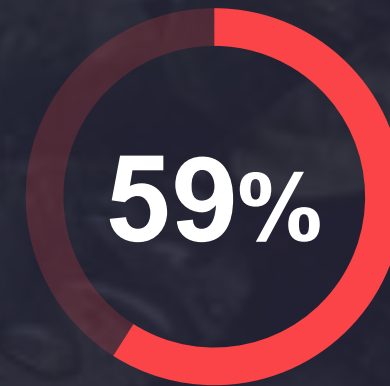
SUSTAINABILITY MATTERS TO AUDIENCES AND THEY EXPECT THE SAME FROM BRANDS



Companies should take the lead on sustainability issues related to their area of expertise¹



Want brands to be socially responsible & support communities²



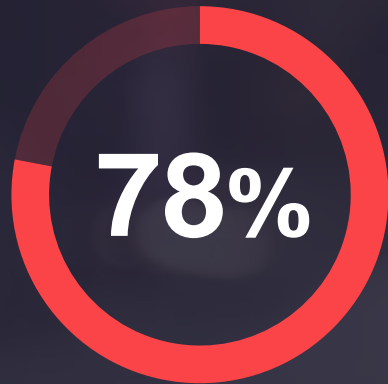
Will pay more for an eco-friendly products²

A close-up photograph of a person's hand holding a small, vibrant green seedling with two leaves and a small bud. The seedling is held gently in the palm, with a small amount of dark soil still clinging to its base. The background is a soft, out-of-focus green, suggesting an outdoor setting with trees or foliage. The overall tone is hopeful and nurturing.

GOING BEYOND SUSTAINABILITY

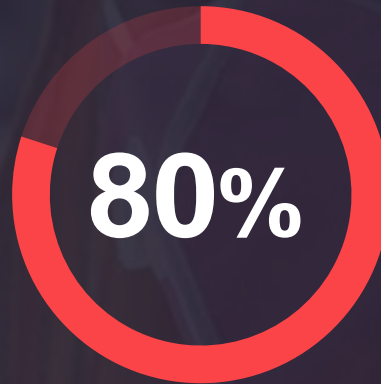
BRANDS HAVE A KEY ROLE TO PLAY

in addressing DEI & social issues



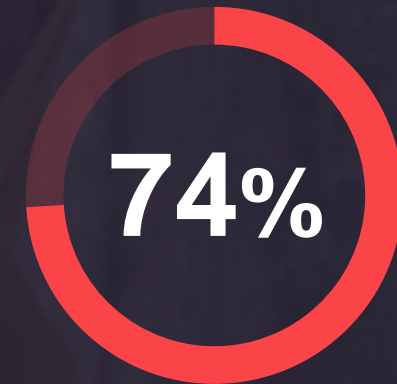
Agree that diversity and inclusive companies are more likely to make better bolder decisions

(+6%pts in APAC)



Often consider the brand's DEI efforts when purchasing products/ services

(+5%pts in APAC)

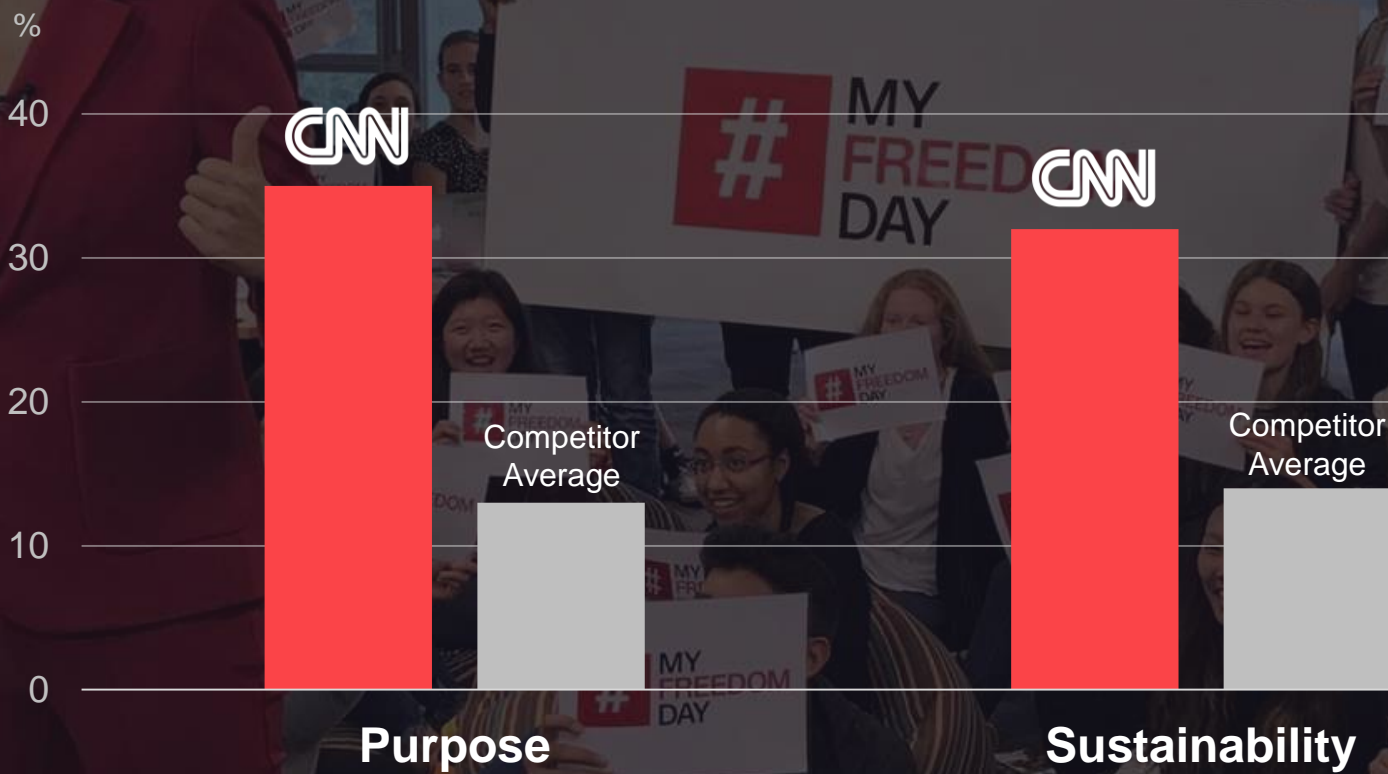


Brands should include the concept of DEI into their marketing/ advertising strategies

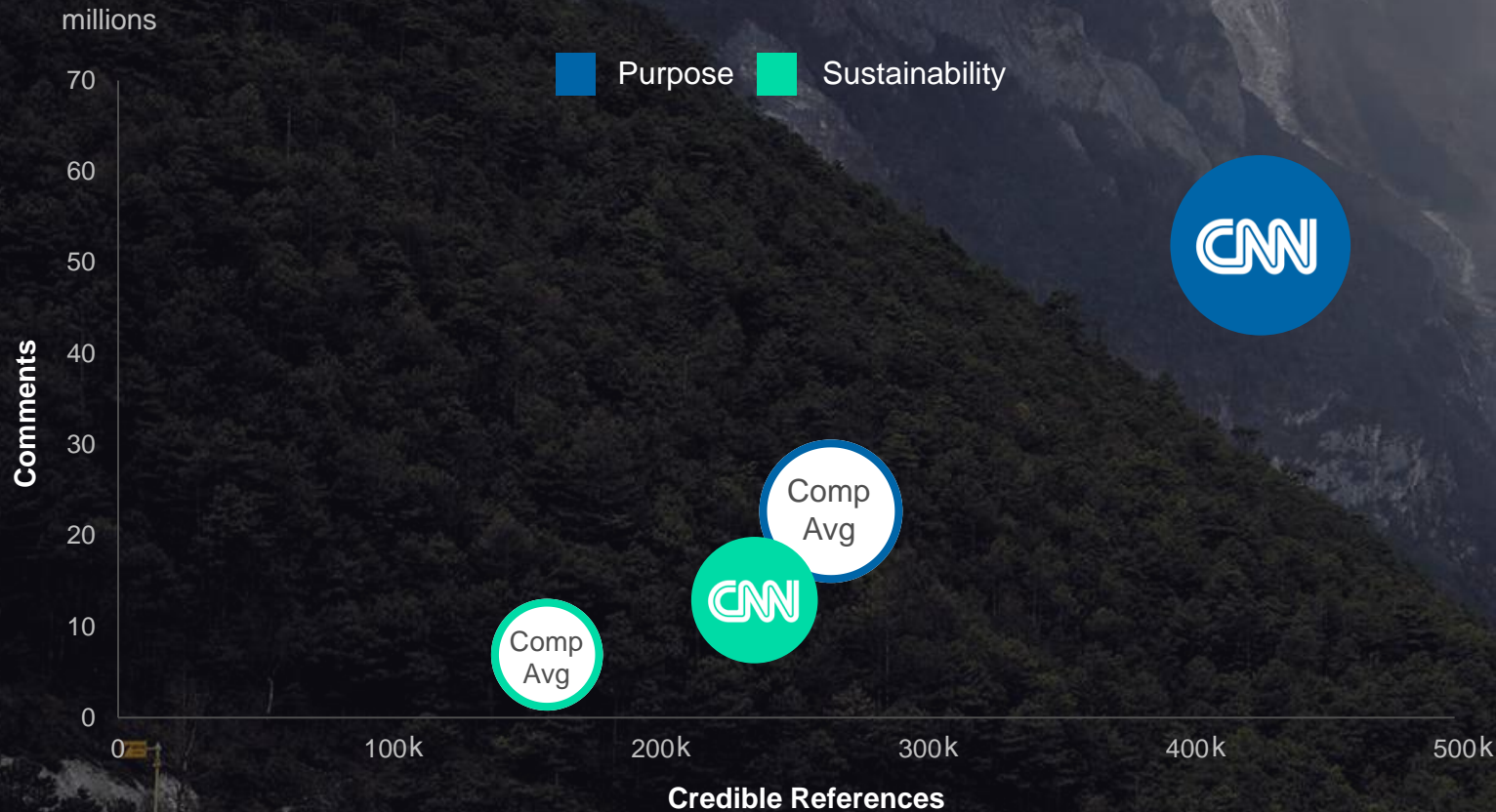
(+9%pts in APAC)
(+13%pts in APAC)

SUSTAINABILITY & PURPOSE IS IMPORTANT TO US

CNN has produced more articles than the competitor average

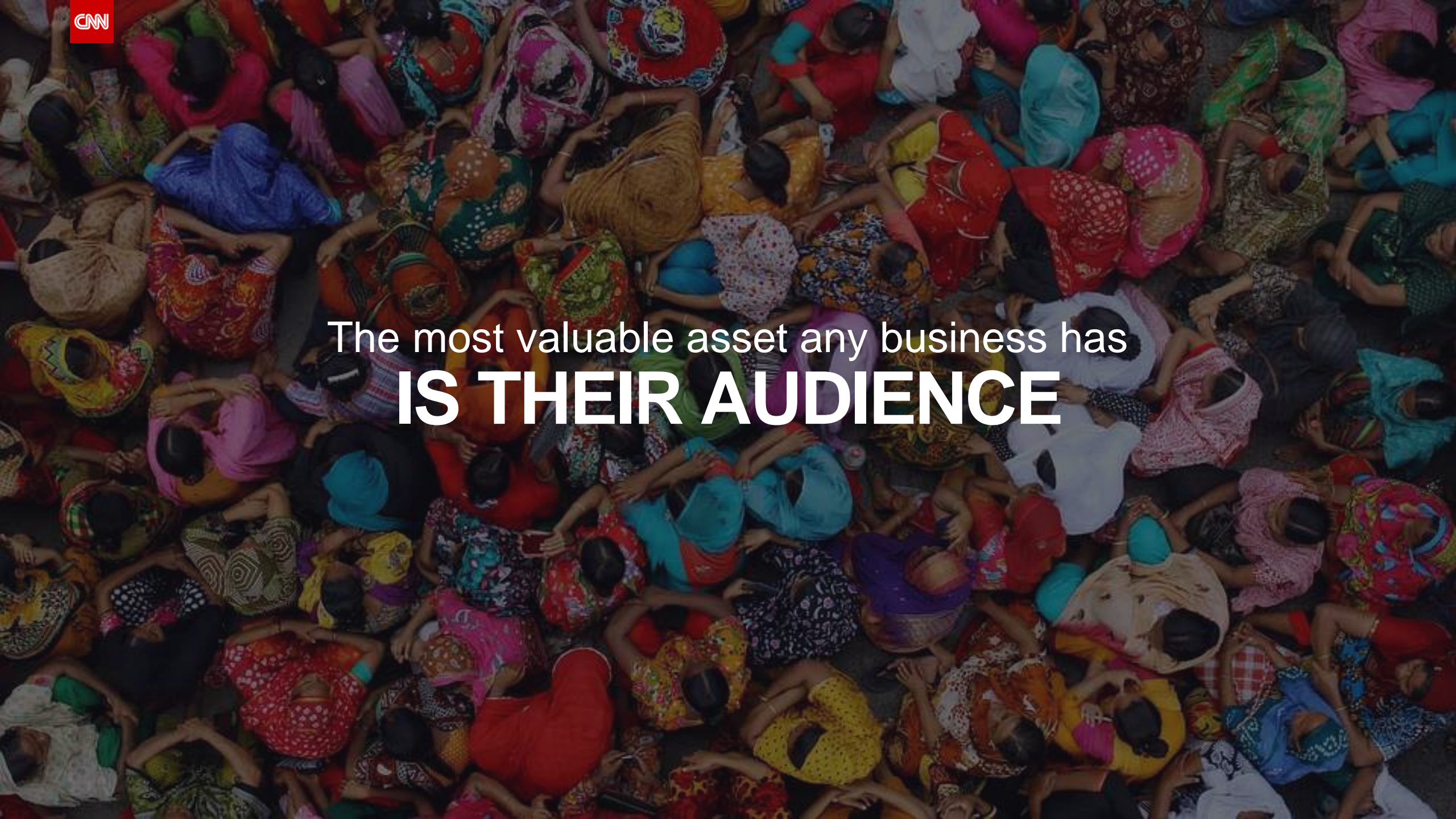


CNN's highest strength signals are found within **SUSTAINABILITY AND PURPOSE**



Our Tool Measures:

- ✓ Active article footprint
- ✓ Reference mentions by other publishers
- ✓ Credibility of referring publishers
- ✓ Audience engagement

A high-angle, top-down view of a dense crowd of people, primarily women, dressed in vibrant, colorful traditional Indian clothing such as saris and saris with headscarves. The colors are a mix of bright reds, blues, yellows, pinks, and greens, creating a rich, textured pattern. The people are packed closely together, filling the entire frame. The lighting is somewhat dim, giving the scene a slightly somber or intimate feel.

The most valuable asset any business has
IS THEIR AUDIENCE

Audience insights
beyond demographics

The mindset of an investor

I am responsible or involved in FDI investment my company makes

A green supply chain will be a greater criteria for my company in the future

I see technology as a key factor for future growth of my company

I like to stay up to date with digital transformation & tech trends

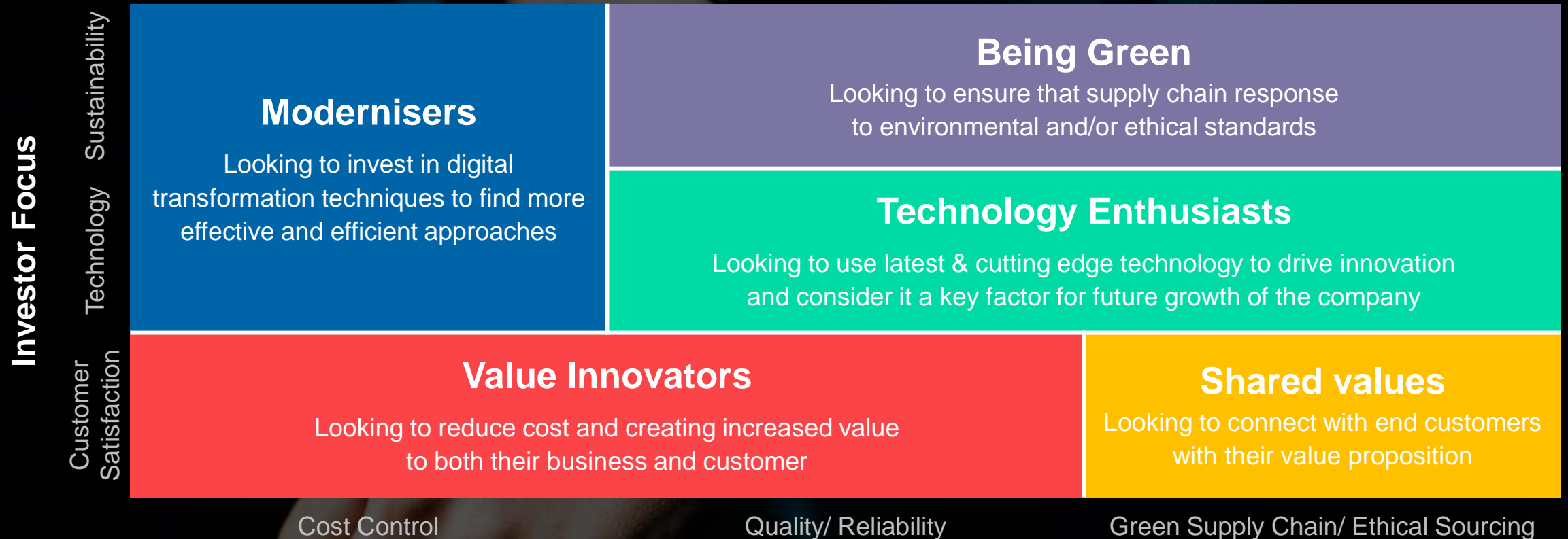
I consider TV the most reliable source for information

Communication should draw on my emotions & concerns

Investor = Senior Business Elites (C Suites, Legally designated company director / Board member) OR Foreign Investors : responsible for "Foreign direct investment", "Investment/Corporate fund management", "Institutional Investment", Involved in " purchase goods or services from suppliers in other countries", "involved in strategic decisions about international activities", "responsible for manufacturing in other countries", "involved in the foreign direct investment my company makes", " I have done business or plan to do business in emerging markets" OR Policy makers : Involved in determining regulations in your industry , Advised or interacted with members of national, regional or local government as part of your work in the last 12 months, Made policies in local, regional or national government bodies in the last 12 months

KNOWING NOT ALL INVESTORS ARE THE SAME

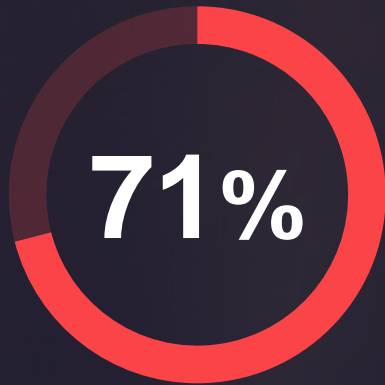
Understanding the differences to tailor your messages & content



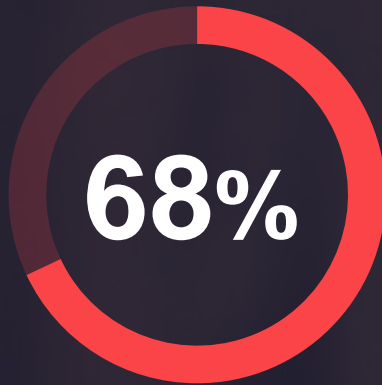
Considerations when partnering with suppliers

WHAT INVESTMENT DECISION MAKERS WANT

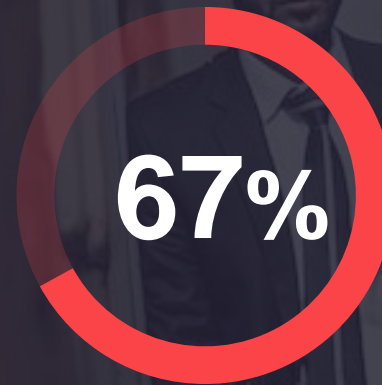
from content they engage with



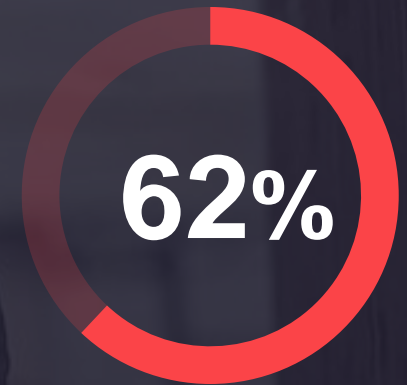
**High
quality**



**Visually
impressive**

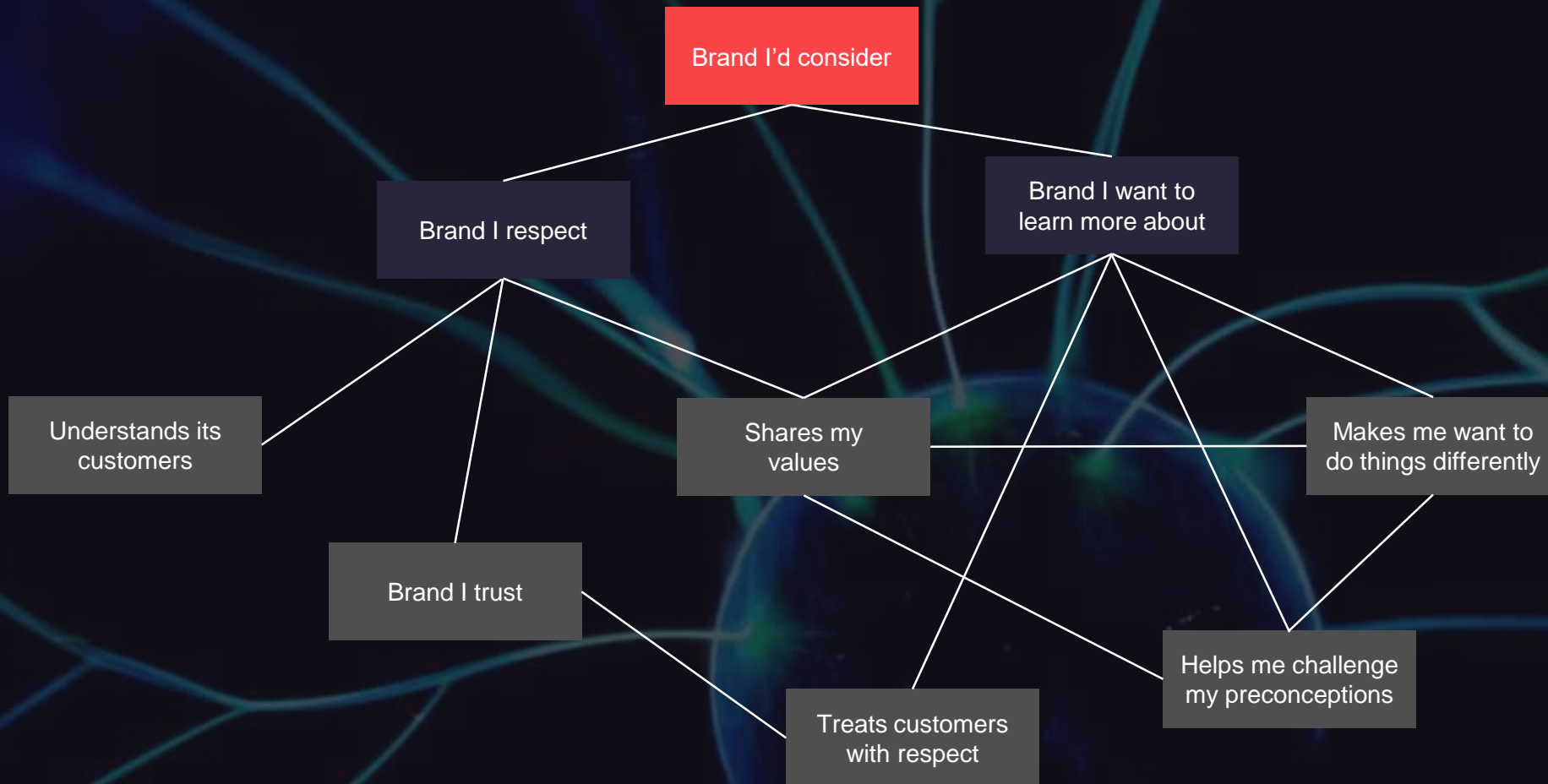


**Original and
informative**



**Generated a
connection**

The impact of audience connection in **SHIFTING BEHAVIOUR**



Disruption and shifts IMPACTING FDI TRENDS

DISRUPTION

COVID-19



Russian invasion of Ukraine



Risks of recession



Big tech layoffs



IMPACT ON FDI

More regionalisation
of supply chains

Accelerated focus
on renewable energy

Increased opportunity
for growing economies

Key technology areas
to drive growth

THREE FORCES SHIFTING FDI

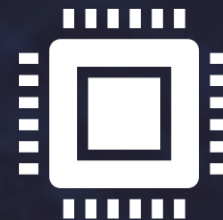
for 2023 and beyond



SUSTAINABILITY



DIGITAL ECONOMY



SUPPLY CHAIN



BANGLADESH:

An inspiring story of growth & development

Bangladesh's apparel sector is projected to reach \$100 billion in export earnings - or 10% of the global market share - by 2030.

DIGITAL ECONOMY

The potential economic benefits of improving Bangladesh's infrastructure services is estimated to be as high as \$35.5 billion by 2030.

APPAREL AND TEXTILE INDUSTRIES AND A CIRCULAR ECONOMY

The financial services sector stands at \$4.5 billion, contributing to 3.4% of GDP, and is set for further growth off the back of investment opportunities in green banking, fintech and microfinance.

GREEN INVESTMENTS

Mobile technologies and services make up more than 5% of Bangladesh's GDP.

SME DEVELOPMENT

There is an estimated \$172 billion climate-smart investment potential in Bangladesh between 2020 and 2030.

PHARMACEUTICALS AND HEALTHCARE

million small and medium-sized enterprises contribute to national GDP and

Bangladesh projects early start



CNN diagnostics applied to
SMART BANGLADESH 2041

Understanding the audience conversation AROUND THE PILLARS OF SMART BANGLADESH



**Smart
Economy**



**Smart
Government**



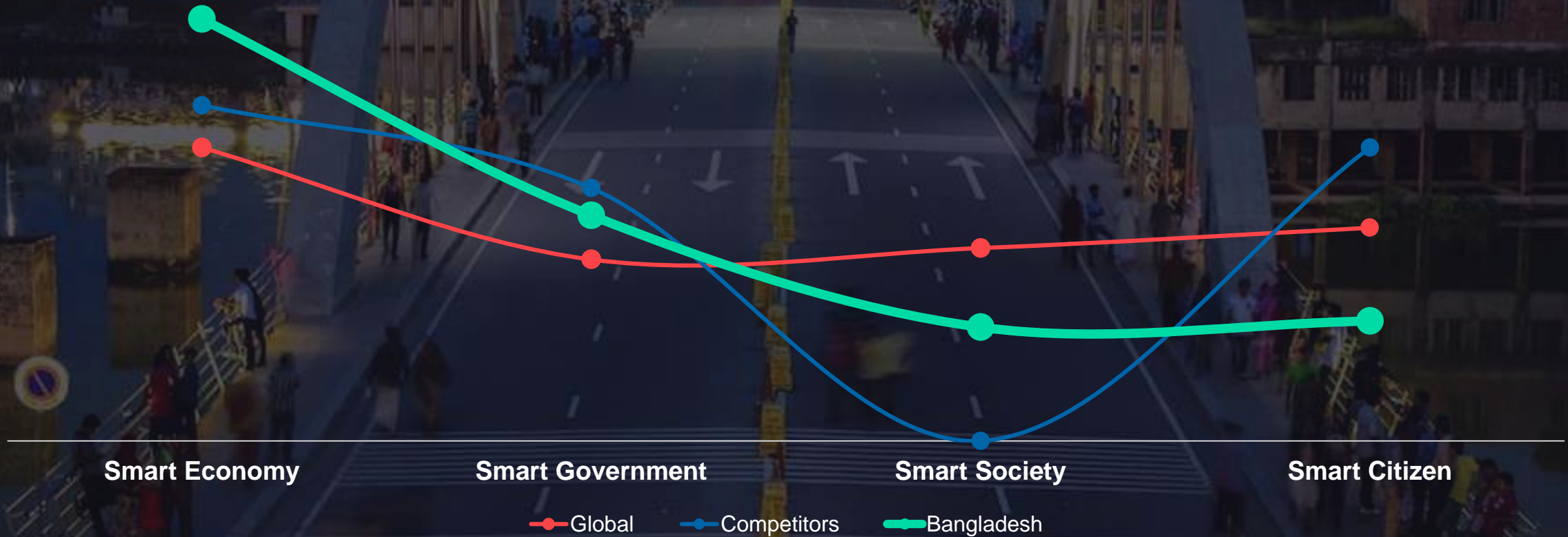
**Smart
Society**



**Smart
Citizens**

CNN Diagnostic strategic canvas

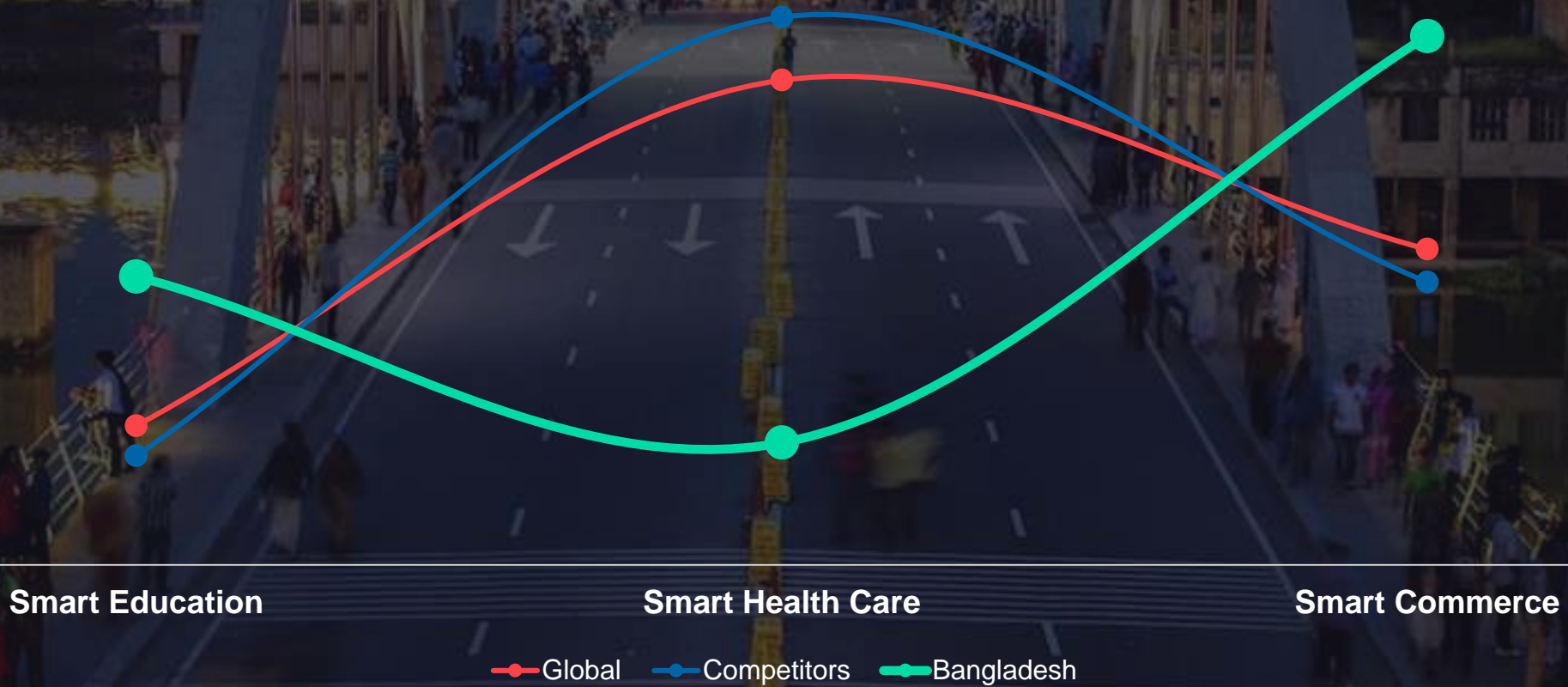
BANGLADESH DOMINATES WHEN IT COMES TO 'ECONOMY' & 'SOCIETY'



Source: CNN Diagnostics - 30-Oct-2022 to 01-Mar-2023 | Global includes all audience mentions, Competitors is an aggregate of Mexico, Vietnam & Philippines | Smart Economy = "Smart Economy" OR "Sustainable Economy" OR "Economic System" OR "Economic Growth" OR "Economic Development" OR "Economic Process" OR "Data-Driven Economy" OR "Knowledge-Based Economy" OR "Digital Economy" OR "4IR" OR "Fourth Industrial Revolution" OR "Modern Economic Development" | Smart Government = "Smart Government" OR "Connected Government" OR "Transparent Government" OR "Public Administration" OR "Streamline Process" OR "Digital Government" OR "Investment Friendly" OR "Country Transformation" OR "FDI" OR "Foreign Direct Investment" OR "World-Class Infrastructure" OR "Sustainable Country" OR "Automation" | Smart Society = "Smart Society" OR "Inclusive Society" OR "Thriving Society" OR "Sustainable Future" OR "Innovative Nation" OR "Innovative Society" OR "Quality of Life" OR "Data-Driven Society" OR "Reduced Carbon Footprint" OR "Reducing Waste" | Smart Citizens = "Smart Citizen" OR "Citizen" OR "Sustainable Technology" OR "Responsible Technology" OR "Digital Transformation" OR "Engaged Citizen" OR "Technologically-Savvy" OR "Data Privacy" OR "Data Security" OR "Internet of Things" OR "IoT" OR "Artificial Intelligence"

CNN Diagnostic strategic canvas

BANGLADESH LEADS THE CONVERSATION IN EDUCATION & COMMERCE



Source: CNN Diagnostics - 30-Oct-2022 to 01-Mar-2023 | Global includes all audience mentions, Competitors is an aggregate of Mexico, Vietnam & Philippines | Smart Education = "Smart Education" OR "Technology-Based Education" OR "Education Reform" OR "Knowledge and skills" OR "E-Learning" OR "Elearning" OR "Digital literacy" OR "Digital Leadership Academy" OR "Knowledge Development" OR "Digital Classroom" | Smart Healthcare = "Smart Healthcare" OR "IoT Healthcare" OR "Digital Healthcare" OR "EHealth" OR "Family Welfare" OR "Health Access" OR "Digital Hospital" OR "Healthcare Solutions" OR "Telehealth" OR "Telenor Health" | Smart Commerce = "Smart Commerce" OR "Garment Manufacturers" OR "Garment Manufacturing" OR "Manufacturer and Exporter" OR "Ready-Made Garment" OR "Trade Deals" OR "Export Diversification" OR "Private-Public Models" OR "Circular Economy" OR "Blue Water Economy"

In summary, what does this mean WHEN SPEAKING TO B2B AUDIENCES

1



Focus on your audience and connect with them

2



Be authentic through your story-telling

3



Provide consistent and valuable interactions

4



Act with intention and deliver on your promise

5



Sustainability & technology need to be at the forefront



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