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## ***Press Release***

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### **Media sans frontières – cross border news on the rise**

PwC has today published a unique report into cross-border news – that is, news consumed outside the home country of its producer. The research shows that availability, curiosity and mobility are all driving the rise of cross-border news.

Commissioned by international TV news network RT to celebrate its 10-year anniversary of broadcasting, PwC surveyed more than 5,000 news consumers across ten countries about their use of cross-border news; assessed future trends by applying PwC forecasts to this survey data; and corroborated and challenged our conclusions in interviews with senior media executives at five global news organisations.

PwC found the use of cross-border news to be highly prevalent in all markets, but particularly emerging ones; and that the largest providers of cross-border news are from the US and UK, but that the fastest-growing ones are from the Middle East, Asia and Russia.

Cross-border news users are generally younger, more urban and more affluent; their use of cross-border news is driven partly by mobility but mainly by its increased availability and a desire for different perspectives on major news events. With all three factors – availability, curiosity, mobility – likely to increase based on macroeconomics and demographic trends, the rise of cross-border news looks set to continue.

Sam Tomlinson, PwC partner, said:

“This was a fascinating project. We all knew cross-border news is growing, but were still surprised by its popularity and how clearly it’s being driven by increased availability and by a very real desire for different perspectives on major news events.”

Margarita Simonyan, Editor in chief, RT added:

“For the last ten years RT has staked its success on the public’s desire for diversity in news. We are excited to see that greater availability of news sources, curiosity about events and perspectives from different corners of the world, and increased mobility are all driving people to not just consume news from more sources – but to reach across borders and even language barriers to do so.”

The full report can be found at: <http://www.pwc.com/crossbordernews>



**Notes to editors:**

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**About PwC**

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**About RT**

RT is a global TV news network that broadcasts 24/7 in English, Arabic and Spanish from its studios in Moscow, Washington, DC, and London. RT has a weekly TV audience of 70 million people in 38 countries (Ipsos), and is the most watched TV news network on YouTube with more than 3 billion views. It is the winner of the Monte Carlo TV Festival Award for best 24-hr broadcast, and the only Russian TV channel to receive three nominations for the International Emmy Awards for News.

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