

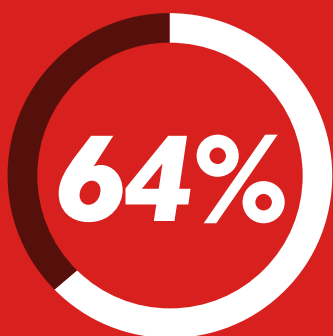
THE GROWING IMPORTANCE OF GLOBAL NEWS

**WE ASKED PEOPLE*
AROUND THE WORLD
FOR THEIR THOUGHTS
ABOUT GLOBAL NEWS
AND HOW IT IMPACTS
THEIR LIVES TODAY.
HERE'S WHAT THEY SAID.**



***Source:**
Study conducted by YouGov
on behalf of BBC World News.

**ARE MORE CONCERNED
ABOUT WORLD EVENTS
THAN EVER BEFORE**



**THINK GLOBAL NEWS
STORIES ARE...**

**NOW MORE
RELEVANT
TO THEM**

**IMPORTANT IN
MAKING THEM
FEEL INFORMED**

55%
**PAY MORE
ATTENTION
TO GLOBAL
NEWS**



58%
**SPEAK TO
FRIENDS
& FAMILY
ABOUT IT**



GLOBAL NEWS IS NOW MORE IMPORTANT THAN EVER BEFORE

**BBC
WORLD
NEWS**

**BBC
.com**

**THE LEADERS IN GLOBAL
BREAKING NEWS**