



# INFLIGHT PROGRAMME CATALOGUE

MAY 2017

## CNBC DISTRIBUTION

### **Sian-Elin Davies**

Director of Distribution, EMEA  
T: + 44 (0) 20 7653 5958  
E: [Sian-Elin.Davies@cnbc.com](mailto:Sian-Elin.Davies@cnbc.com)

### **Emma Watson**

Distribution & Inflight Coordinator, EMEA  
+44 (0)20 7653 9332  
E: [Emma.Watson@cnbc.com](mailto:Emma.Watson@cnbc.com)



# CNBC Inflight Services

CNBC offers a host of different options for your inflight entertainment needs.

## Long Form

CNBC has a broad range of content in 30' or 60' formats across a variety of themes.

## Live TV ●

CNBC is the number one business and financial news network on the planet. Make sure your passengers follow the markets, no matter what the altitude with a 24 hour global business briefing, from the start of trading in Asia through to the Closing Bell on Wall Street. **Our rights cleared channel is available for airlines globally.**

## Clipped Content

'Need to know' nuggets of current affairs, business and general news combining data, graphics and video. **1-3 minutes in length**, content can be delivered on a quick turnaround. Let us know your needs for a tailored solution.





# CNBC RECOMMENDS

FOR  CATHAY PACIFIC

## CNBC Conversation: Shinzo Abe, Prime Minister of Japan

Defusing rising geopolitical tensions, tackling tough trade talks and rolling out economic reforms. In Tokyo, Akiko Fujita speaks exclusively with the Japanese Prime Minister about the challenges he is facing at home and abroad.



Watch Now

## Cloud Challenge: Health

From remote surgeons to helping the elderly. We explore how cloud based solutions are dramatically changing healthcare.



Watch Now

## Marketing. Media. Money: Heineken

Once promoted as the beer that “refreshes the parts other beers cannot reach”, Heineken is launching an alcohol free version. As volumes for beer shrink, CNBC talks to its global CCO about marketing the brand in a highly competitive beverage industry.



Watch Now



# FURTHER NEW SHOWS

## CNBC Conversation: Haruhiko Kuroda, Governor, Bank of Japan

Yield curve control is just the latest weapon in the Bank of Japan's efforts to get consumer prices to rise. Find out as CNBC sits down with the governor of the Bank of Japan.



## Sharing Economy

Bicycles are back on China's streets, thanks to a surge in bike-sharing. Mobike and Ofo are the two main players riding the boom but are the challenges worth it? We'll explore in our Sharing Economy special.



## Managing Asia: Ronnie Chan, Chairman, Hang Lung Properties

Christine Tan asks Hang Lung's Chairman about his journey over the past two decades, his outlook for China, and whether he is grooming his son Adriel to take over.





# FURTHER NEW SHOWS

## Managing Asia: Suh Kyung-Bae, CEO, AmorePacific

In his first-ever TV interview, the CEO of South Korea's largest cosmetics giant AmorePacific discusses his global ambitions, the challenges navigating China, and how he is expanding the family empire.



## Managing Asia: Liew Mun Leong, Chairman, Changi Airport Group and Surbana Jurong

Master builder Liew Mun Leong is positioning Singapore's Changi Airport Group and Surbana Jurong for their next phase of growth and shares what it takes to build lasting companies.



## The Edge: Singapore Smart City

Singapore is getting smart and has ambitious plans to become the most connected place on the planet. From virtual mapping to sensor tracking we take a look at the innovations that look set to change the lives of Singapore's 5.5 million residents.





# FURTHER NEW SHOWS

## CNBC Debate: Talking Trade

When it comes to logistics, funding and regulation what can be done to guarantee Asia's position as the world's trade leader? Join CNBC's Martin Soong as he talks trade, tariffs and infrastructure.



Watch Now

## CNBC Debate: ASEAN 50

The CNBC Debate discusses the growth outlook as well as ASEAN's position in the world.



Watch Now

## Shaping the Future

CNBC's Akiko Fujita reports on the ground from Innovfest Unbound, Southeast Asia's largest innovation event in Singapore, and holds a series of conversations with tech start-ups, venture capitalists and business leaders about tech trends that are likely to shape the region's digital future.



Watch Now



# CONTENTS

## REGIONAL INSIGHTS

**Managing Asia**  
[Page 8](#)

**Inside China**  
[Page 14](#)

**Access Middle East**  
[Page 16](#)

**Access Africa**  
[Page 19](#)

## CNBC FEATURES

**CNBC Conversation**  
[Page 26](#)

**Marketing. Media. Money**  
[Page 31](#)

**CNBC Meets**  
[Page 34](#)

**CNBC Titans**  
[Page 36](#)

## ENTREPRENEURIAL

**Lasting Legacy**  
[Page 45](#)

**Follow the Leader**  
[Page 46](#)

**Running in the Family**  
[Page 47](#)

**Business Class with James Caan**  
[Page 47](#)



## TECHNOLOGY

**Cloud Challenge**  
[Page 20](#)

**The Edge**  
[Page 22](#)

**Tech Transformers**  
[Page 25](#)

## LUXURY

**Secret Lives of the Super Rich**  
[Page 37](#)

**How I Made My Millions**  
[Page 44](#)

**American Greed**  
[Page 44](#)

## SPORT AND TRAVEL

**First Class**  
[Page 48](#)

**One Second in F1**  
[Page 49](#)

## MISCELLANEOUS

**Specials**  
[Page 50](#)

# REGIONAL INSIGHTS



**122 X 30 MINS**

## MANAGING ASIA

Christine Tan finds out what makes CEOs, entrepreneurs and other business leaders tick, what it means to be a business leader in the new global economy and goes behind the scenes to show how companies really run.





Faisal Hussain and  
Navin Suri

Christine Tan talks to two **Indian fintechs** -- Synechron's Faisal Husain and Percipient's Navin Suri -- to find out how they are carving their own paths beyond just building codes and software.

**Synechron and  
Percipient**



David MacLennan  
Chairman and CEO

Cargill runs one of the largest **food and agricultural empires** in the world. **American** MacLennan discusses his transformation plans and what it's like running the family-controlled business.

**Cargill**



Chew Gek Khim  
Executive Chairman

**Singaporean** Chew Gek Khim wants to be a major player in the securization of **real estate** and discusses with CNBC her growth map for the **investment group**.

**Straits Trading**



Guo Guangchang  
Chairman

**Chinese billionaire** Guangchang talks about opportunities he sees in China, U.S. and Europe, recent major management reshuffle, and the thinking behind his investment strategy.

**Fosun International**



Lance Gokongwei,  
President

His father built an empire. Lance Gokongwei is now driving it forward. He talks about his flight plan for **budget carrier Cebu Pacific**, and the lessons he has learnt from his father.

**JG Summit**



[Jaime Augusto Zobel  
De Ayala](#)  
Chairman and CEO

Jaime Augusto Zobel de Ayala talks to Christine Tan in Manila, his new focus in **social infrastructure**, the Trump effect on the **Philippines**, and the secret to his Group's longevity.

Ayala Corporation

 Watch Now

[Arundhati Bhattacharya](#)  
Chair

**India's most powerful banker** talks to CNBC about the country's demonetization move, merger plans and the inspiration behind her globally influential career.

State Bank of India

 Watch Now

[Ross McCullough](#)  
President

CNBC goes inside **the world's biggest packaged delivery company UPS** to examine the hot battleground with Asia Pacific President, Ross McCullough.

UPS Asia Pacific

 Watch Now

[Junyang Woon](#)  
Founder and CEO

Drones have taken off in a big way, but the dogfight for supremacy is intensifying. CNBC talks to **Singapore** start-up Infinium Robotics to find out his strategy in the **competitive game of drones**.

Infinium Robotics

 Watch Now

[Achal Agarwal](#)  
President

CNBC talks to Achal Agarwal of U.S. giant Kimberly Clark, the **maker of Huggies diapers and Kleenex tissues**, about expansion in Asia Pacific, the global uncertainties and what motivates him.

Kimberly-Clark  
Asia-Pacific

 Watch Now

Maximillian Bittner  
CEO

Lazada

When it comes to **ecommerce**, Southeast Asia is a big battleground. CNBC talks to the region's biggest player Lazada's CEO about his game plan to win in the fast-growing region.

 Watch Now

Liu Chuanzhi  
Founder and Chairman

Legend Holdings

Liu Chuanzhi founded the world's biggest **PC maker Lenovo**, and championed **China's** economic. A legend in his own right, he talks about his success formula, his legacy and outlook for China.

 Watch Now

Ravi Thakran  
Chairman

L. Catterton Asia

CNBC meets up the man helming the Asian private equity arm of **fashion giant LVMH** -- to find out his formula and experiences growing the largest consumer-focused player of its kind in Asia.

 Watch Now

Lim Kok Thay

Genting Group

**Malaysian** tycoon, Lim Kok Thay is betting his chips on China's travel boom by launching **Asia's first luxury cruise line**, Dream Cruises. He talks about his plan to grow a global empire.

 Watch Now

Jenny Lee & Siu Rui  
Quek

GGV Capital and  
Carousell

Christine Tan dives into the topic of **start-up funding** with venture capital investor Jenny Lee of GGV Capital and Siu Rui Quek of **Singapore's** fast growing mobile classifieds app Carousell.

 Watch Now

Ken Hu  
Rotating CEO

Huawei Technologies

Christine Tan travels to Shenzhen, **China** to talk exclusively with Ken Hu in his first television interview, about the global ambitions of the telecom equipment and **smartphone giant**.

 Watch Now

Jaime Augusto Zobel de Ayala  
CEO

Philippine Stock Exchange

In a special Managing Asia, Christine Tan talks to two of the **Philippines' top business leaders** to explore the opportunities, the challenges, and the leadership that will shape its future.

 Watch Now

Christopher Nassetta  
President & CEO

Hilton Worldwide

Christopher Nassetta is tripling **Hilton hotels in China** over the next few years. Despite global uncertainty, the entry of Airbnb and Starwood-Marriott merger, he says why he believes there is plenty of room to grow.

 Watch Now

Daniel Zhang, Kunal Bahl, Magesvaran Suranjan & Malina Ngai

Alibaba, Snapdeal, Procter & A.S. Watson Group

Christine Tan talks to some of the **biggest players in Asia** to find out what it takes to win in this competitive market.

 Watch Now

Axel Weber  
Chairman

UBS

Axel Weber of the **world's biggest wealth manager** talks about the prospects in Asia, the latest cost cutting efforts, and why he believes there's an over-reliance on monetary policy to fix problems in Europe.

 Watch Now

Mark Lee  
CEO

The third generation boss of the **Singaporean** family business tells CNBC how he is stitching together a modern manufacturing enterprise with some of the **latest technology in apparel**.

Sing Lun Holdings

 Watch Now

Robert Yap  
Executive Chairman

**Singaporean** Robert Yap transformed his father's business into a logistics force in Asia. He talks **drones and robots** and how he is building one of the world's most high tech logistics companies.

YCH Group

 Watch Now

Chen Xiaoping  
CEO

Chen Xiaoping is turning China's trash into treasure, having grown **one of the largest waste management companies in China** and discusses his green plans and overseas expansion plans.

China Everbright

 Watch Now

Ding Shizhong  
Chairman and CEO

**Chinese** Ding Shizhong in his first TV interview with international media, the **sportswear mogul** reveals how he will take on Nike and Adidas and his ambitious multi-brand strategy.

Anta Sports

 Watch Now

Sunny Verghee  
CEO

CNBC finds out how **agri-businessman** Verghee is dealing with the effects of El Nino, what's the latest in his acquisition strategy, and the lessons learnt from the attacks by short seller Muddy Waters in 2012.

Olam International

 Watch Now

REGIONAL INSIGHTS

INSIDE  
CHINA



INSIDE  
CHINA



22 X 30 MINS

Eunice Yoon travels across the world's second largest economy to cover trends that are defining the new China and influencing the world.



## The Great Drive Forward

Inside China looks at **global automobile industry** and how China is disrupting the market with Alibaba and Tencent designing in-car comms systems that they hope will become a norm in China and around the globe.

[Watch Now](#)

## Disney's Next Act

After more than a decade of planning, **Disney** is opening its new theme park in China. With its vast population, China is seen as critical for Disney's future growth. Will Disney pull off its next important act?

[Watch Now](#)

## Surviving A Sputtering China

Inside China tells **stories from all sectors of the economy**: a coal mine owner, a steel worker, two factory bosses and a food deliveryman - all real people looking to survive a sputtering Chinese economy.

[Watch Now](#)

## China's Silk Road Revival

China's plan to massively expand **investment and trading along the ancient Silk Road** will act as a gateway between China and Central Asia and is set to disrupt a region best known for its unresolved ethnic tensions.

[Watch Now](#)

## Bull Market in a China Shop

Everyone is eyeing **China's stock markets** these days, from a farmer who lost his life savings, professional fund managers who debate market's swings, and a student who credits his financial survival to Warren Buffett.

[Watch Now](#)

# REGIONAL INSIGHTS



## ACCESS MIDDLE EAST

50 X 30 MINS

From top CEOs to entrepreneurs and philanthropists, CNBC profiles the men and women shaping the Middle East.





## Lebanon Wine

It's one of the oldest **wine growing** regions of the world. Access: Middle East goes to **Lebanon** to decant this centuries old business.



Watch Now

## Russia in Region

As Russia moves to solidify ties with the Middle East we take a look at **Moscow's economic intentions** in the region.



Watch Now

## Careem

Uber may have secured funding from Saudi Arabia, but in the UAE its main competitor is Careem. Can the **Dubai taxi start-up** really compete? We take a ride with its executives to find out.



Watch Now

## Red Sea Debate

The **Red Sea Region** is at the crossroads of Africa, Asia, Europe and the Middle East with potential to generate trillions in revenue. Join us as we debate the risks in our Red Sea Debate.



Watch Now

## Saudi Foreign Minister

Saudi Arabia's fraught relationship with Iran, the fight against ISIS and what does a weak oil price really mean for the kingdom's economy? CNBC sits down with the **Saudi Arabian foreign minister**.



Watch Now

## Dubai Air Show

\$37.2 billion in orders. 61 countries. Over 1,000 exhibitors. We take you behind the scenes at the **14th Dubai Air Show**.



Watch Now

## Jordan

Take a trip around **Jordan**. From traditional industry to innovative technology, what does the future hold for one of MENA's freest economies?



Watch Now

## New Suez

Egypt calls it a gift to the world. CNBC has exclusive access to the **New Suez Canal** and investigates whether the \$8.5 billion mega project will really help transform the country's economy?



Watch Now

## King of Jordan

An exclusive interview with **His Majesty King Abdullah II of Jordan** sets the scene for an in-depth look at Kingdom from regional instability to **Jordan's 10 year economic plan**.



Watch Now

# REGIONAL INSIGHTS



**6 X 30 MINS**



Watch Now

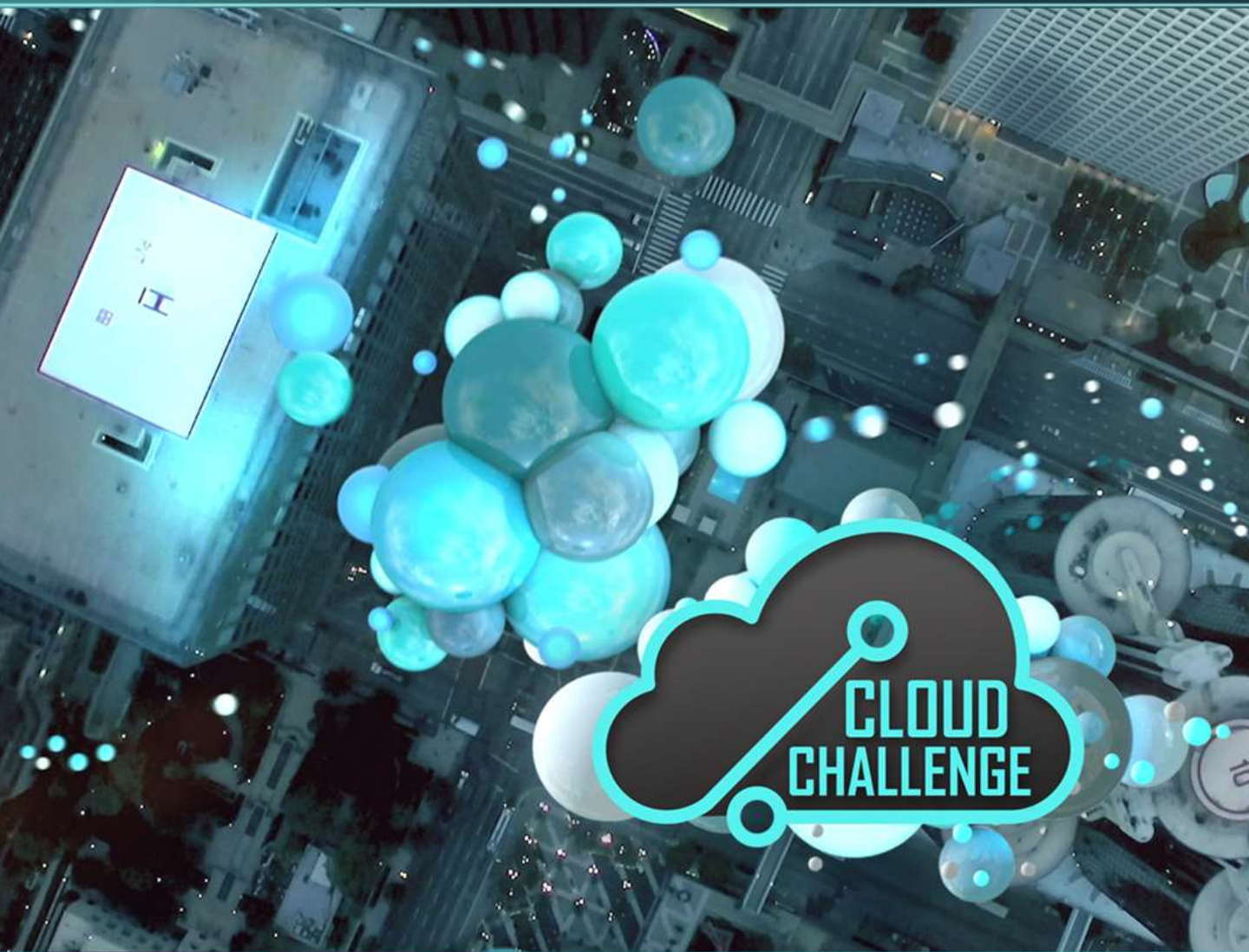
Access: Africa spotlights the people shaping the region's economy and speak with the power makers within African business and politics.

## Episodes

1. Ethiopia's Prime Minister, Hailemariam Desalegn
2. Ethiopian Airlines CEO, Tewolde Gebremariam
3. Qalaa Holdings
4. African Art Scene
5. Managing Director of Nubuke Investments, Tutu Agyare
6. Akhshish Thakkar, Founder, Mara Group & Mara Foundation



# TECHNOLOGY



**6 X 30 MINS**

Cloud Challenge de-mystifies emerging cloud technology and uncovers the visionaries who harness the power of cloud technology in surprising ways. From sport and art to healthcare and dairy farming, the series explores the cloud technology that is powering innovation and collaboration.





## Transport

Cloud Challenge looks at how the cloud is **transporting** people and goods, from the cloud car you can lend to friends to a **self-driving delivery van**.



Watch Now

## Agriculture

From **connected cows** to the **internet-of-oysters**, Cloud Challenge is looking at how the cloud is yielding great results in **agriculture**.



Watch Now

## Entertainment

From an A.I. script writer to the **interactive future of gaming**. Can our tech expert crack the challenge and reveal how **entertainment** is set to be transformed by cloud computing?



Watch Now

## Manufacturing

Cloud Challenge looks at how the cloud is affecting **how things we use every day are being made**, from human-free, robot-controlled factories through to VR-designed automobiles.



Watch Now

## Sport

From **gathering stats** to **improving performance**, Cloud Challenge takes a look at how net-based computing is changing the rules when it comes to **sport**.



Watch Now

# TECHNOLOGY

## THE EDGE

**40 X 30 MINS**

The Edge explores the limitless potential of innovation, from how new products and ideas will shape our lives to their long-term investment opportunities.



## Inside ITER

It's the nuclear reaction that powers the sun, but can it be replicated here on earth to provide near pollution free energy for all? The Edge looks at nuclear fusion with inside the **international thermonuclear experimental reactor**.



Watch Now

## Mobile World Congress

We take you inside the **world's biggest mobile trade fair**. From Samsung to Robocar. what's set to change the way we live, work and play? Find out as The Edge takes you inside MWC.



Watch Now

## Davos Disruptors

From the private space race to the future of Artificial Intelligence. CNBC's Arjun Kharpal talks to **tech innovators at this year's World Economic Forum**.



Watch Now

## Compilation

From a mission to Mars to finding the god particle, which innovations are set to change the way we see the world? **We look back to look forward, only on the Edge**.



Watch Now

## Brexit

The Edge take a trip to London to find **what tech entrepreneurs, tech investors and politicians really want** when it comes to the UK's divorce from the EU.



Watch Now

## Innovative India

Connecting India's 1.3 bil citizens is the big opportunity for **global tech giants and local start-ups**. In this episode of The Edge, Akiko Fujita looks at what's driving the digital economy and meets some of the players in this space.



Watch Now

## IFA

Take a trip inside IFA, **Europe's biggest consumer electronics show**. We preview the latest products from the likes of Sony, Samsung and Fitbit.



Watch Now

## Compilation

An Edge special – take a look back at some of the highlights of this year to find out if the innovations and trends showcased have become the norm.



Watch Now

## DNA: The Future of Sport

The Edge looks at **gene technology** used by Olympic gold medallist **Greg Rutherford**. Can DNA analysis provide the winning formula for athletes looking for a competitive edge.



Watch Now

## Alphabet A-Z

Do you know your ABCs when it comes to **Google's parent company**? Chairman, Eric Schmidt guides us through all you need to know.



Watch Now



# TECHNOLOGY

# TECH TRANSFORMERS

5 X 30 MINS



Watch Now

Meet the people and the companies that are transforming technology. Unparalleled access behind the scene of the world's disruptors.

## Episodes

1. Hyperloop
2. Uber
3. Kevin Spacey
4. Davos Compilation
5. Will.i.am

CNBC FEATURE



THE **CNBC**  
CONVERSATION

**45 X 30 MINS**

Heads-of-state, global mega-stars and innovators; CNBC Conversation gets up-close and personal with the world's most pre-eminent individuals.



## Arianna Huffington

She's a **self-made media powerhouse** who is now on a mission to get us all to sleep more. Arianna Huffington sits down for CNBC Conversation with Tania Bryer.

 Watch Now

## Tidjane Thiam

A restructuring, a U.S. settlement and global regulation. **Credit Suisse CEO**, Tidjane Thiam sits down for The CNBC Conversation.

 Watch Now

## Karl Lagerfeld

He's an **incomparable force of fashion** and to mark Fendi's 90th anniversary he's talking to CNBC. Karl Lagerfeld gets candid on fashion, the Kardashians and why he loves his cat, Choupette, so much.

 Watch Now

## Jack Ma

Jack Ma of **Alibaba** sits down at the World Economic Forum in Davos. He just did a deal with Trump to help middle-America do business with China and he talks trade, piracy and why 'Forrest Gump' guides him in business.

 Watch Now

## David Walliams

He's one of the world's **best selling authors** and a **comedic powerhouse**. David Walliams opens up about writing, the pressures of fame and what it's like to work with Simon Cowell.

 Watch Now

## Francesco Starace

Francesco Starace, CEO of **Italian utility giant Enel** gets candid on the group's strategic vision to go green, what a Trump Presidency means to his business and why he thinks digitalisation is the only way forward.



## Bernard Arnault

He's the king of luxury and a patron of the arts and is one of **France's** richest people. Arnault discusses his latest exhibition, why Brexit is good for business and why he's hands on with **LVMH's 70 luxury brands**.



## Goldie Hawn

She's a **Hollywood A-lister**, an industry trailblazer and no dumb blonde. Goldie Hawn sits down for the CNBC Conversation and reveals why she's on a mission to change minds.



## Nev Power

Australia's third biggest iron ore producer has battled the ebbs and flows of the tumbling iron ore price. CNBC is given rare access inside the mining giant's **Western Australia mines and ports**.



## Kito de Boer

Kito de Boer, **head of mission of the Office of the Quartet** sees his role differently from former envoy Tony Blair and outlines why he thinks economics can help broker a **peace deal between Palestine and Israel**.



[Ranil Wickremesinghe](#)

Facing the new threat of radical Islam, the controversial influence of China and the peace dividend of a quarter century of civil war, we hear exclusively from the **Sri Lankan Prime Minister**.



[Dame Vivienne Westwood](#)

The **grand dame of punk**: in this candid interview, Vivienne Westwood takes on Theresa May, Hillary Clinton and Julian Assange as she outlines why capitalism has to fundamentally change forever.



[Lui Che Woo](#)

CNBC sits down with **Chinese billionaire casino mogul** to discuss the slowing Chinese economy, the world's biggest gambling hub: Macau and what he values more than the bottom line.



[Joseph Stiglitz](#)

**Nobel Prize-winning economist** Joseph Stiglitz sits down with CNBC and takes aim at Apple, the Euro, banks, and the 'nightmare' of a potential Trump Presidency and its implications for the US Economy.



[Robin Li](#)

As host of the G20 Summit this year, China has placed innovation pretty high on its agenda and one of the evangelists for that message is **Baidu CEO Robin Li** who discusses the **new economy in China** and why he is betting big on **AI**.



## Jack Ma

As G20 leaders gather in Hangzhou, we speak to the man that's made the host city famous - Jack Ma, **Executive Chairman of Alibaba**. He'll share his views on the G20 agenda, his push for free trade and Alibaba's strategy.

 [Watch Now](#)

## Michel Roux Jr

His family name has been synonymous with food for over half a century. **Michelin starred chef** Michel Roux Jr. talks legacy, business and how to make the perfect cheese soufflé.

 [Watch Now](#)

## Steve Wynn

Find out why **gaming magnate**, Steve Wynn of Wynn Resorts is doubling down on **Macau** despite the slowdown in gaming revenues, and if he thinks Chinese growth can pick up this year.

 [Watch Now](#)

## Matteo Renzi

Julia Chatterley sits down for an interview with the **Italian Prime Minister** to discuss BMPS, Brexit and the Italian referendum in Rome.

 [Watch Now](#)

## Arun Jaitley

Modi's key lieutenant, **Indian Finance Minister** Arun Jaitley, tells Sri Jegarajah how India is progressing in terms of economic reform on the CNBC Conversation.

 [Watch Now](#)

**CNBC FEATURE**



**MARKETING  
MEDIA • MONEY**

**10 X 30 MINS**

The advertising industry is undergoing unprecedented change and CNBC gets an inside view through the eyes of the world's most powerful marketers.



### [Manchester City Football Club](#)

**Football** is a huge money spinner, thanks in part to **sponsorship**. As Carolin Roth discovers, changing the sponsorship model is more than just splashing a logo on the players' shirts.



Watch Now

### [Mastercard](#)

The **most widely accepted payment card** on the planet, but Raja Rajamannar says it's a technology company rather than a credit card company. We look at how Mastercard's marketing muscle keeps it on top.



Watch Now

### [Davos Special: Masters of Marketing Panel Debate](#)

Does **being seen at Davos** make any difference in an interconnected world? Join CNBC's Carolin Roth and her panel of guests on the next Marketing Media Money.



Watch Now

### [Pearson](#)

Education is the future! Well, for Pearson it is. We find out how the one time **media and publishing giant** is on a mission to now teach the world.



Watch Now

### [Lego](#)

How is Lego managing to build its brand in the digital age? From 'The Lego Movie' to **The Beatles** the Danish company's CMO, Julia Goldin reveals all.



Watch Now



### [Christies](#)

CNBC goes under the hammer and behind the scenes with Christie's CMO Marc Sands. We find out how this **250 year old auction house** is artfully transforming its strategy in the current digital age.



Watch Now

### [HSBC](#)

It once called itself the **World's local bank**, but following crises and cutbacks, HSBC is stepping away from being everything to everyone. Find out why with the group's CMO, Chris Clark.



Watch Now

### [Analysing Adobe](#)

Known by many as the **PDF and Photoshop company**, Adobe's CMO Ann Lewnes faces questions on how she leads integrated marketing efforts worldwide to change perceptions and highlight the evolution of the brand.



Watch Now

### [Unilever](#)

We explore an annual \$600 billion industry by talking to the decision makers that matter. **Unilever's CMO**, Keith Weed faces questions on what he's spending his company's money on in an age where the traditional rules no longer apply.



Watch Now

CNBC FEATURE

# CNBC MEETS



**23 X 30 MINS**

Tania Bryer has been given unrivalled access to some of the famous names behind multi-million dollar organisations and brands to find out the motivation behind their success and their philanthropy.



## Dolly Parton

Tania Bryer meets **country music legend**, Dolly Parton, discussing her poverty-stricken childhood, her little known struggle with depression and the very personal story that drove her to establish her literacy foundation, The Imagination Library.



Watch Now

## Jimmy Carter

Tania Bryer meets Jimmy Carter to talk about his childhood in the segregated South and how this fostered his passion for human rights. He talks about how he and his wife are at the heart of the Centre and what it means to them.



Watch Now

## Lauren Bush

Tania Bryer meets **social entrepreneur Lauren Bush Lauren** to talk family dynasties and how she is using her business to tackle world hunger.



Watch Now

## Jessye Norman

She's **one of the most celebrated opera singers** of our time and a tireless philanthropist. CNBC Meets Jessye Norman to discuss her life, her career and her ongoing campaign for racial equality.



Watch Now

## Matt Damon

Tania Bryer meets **Hollywood superstar Matt Damon** to talk about his rise to fame, being a family man and his mission to help others as well as the Jason Bourne franchise, politics and his non-profit organization, water.org.



Watch Now

# CNBC FEATURE



# CNBC TITANS

13 X 30 MINS



Watch Now

Get the real story behind some of the most famous icons, the greatest companies and the titans who helped to build them.

## Episodes

- |                   |                     |
|-------------------|---------------------|
| 1. George Foreman | 7. Jack Welch       |
| 2. Ted Turner     | 8. Proctor & Gamble |
| 3. Hugh Hefner    | 9. Milton Hershey   |
| 4. Donald Trump   | 10. Jack Daniel's   |
| 5. Mervin Griffin | 11. Lee Lacocca     |
| 6. Steve Jobs     | 12. Barry Diller    |
|                   | 13. Leo Burnett     |



**LUXURY**



**SECRET LIVES OF THE  
SUPER RICH**

**45 X 30 MINS (5 SEASONS)**

Secret Lives unlocks the mansion gates and lifts the velvet ropes to score you exclusive VIP access to a world inhabited by the wealthiest people on the planet.



### Mega-Homes : America's Most Expensive Mansion & Gold-Covered Mega Mansion

Go for the gold in a \$159mil Florida estate, covered in gold leaf and with an IMAX theatre. Tour a one-of-a-kind Upper East Side townhouse steps away from Madonna's Upper East Side.



Watch Now

### Mega-Homes: The Mansion that Patron Built & Cher's Former Estate Turned \$85M Horse Haven

See how Cher's former mega-home is being transformed into an \$85M heaven for horses Go green inside one of the most expensive estates in Hawaii, a tropical paradise surrounded by lush jungle.



Watch Now

### Trump : The Billionaire President

See how Trump's swanky main residence compares to the White House. See where it all began inside Trump's childhood home. Step inside one of Trump's most exclusive and ground-breaking buildings.



Watch Now

### Silicon Valley Smart House & The Most Expensive Hotel Suite in the World

Check out the world's most expensive hotel suite where Celine Dion, Rihanna and Putin have shelled out \$82k a night for some unusual amenities and get a ticket to ride with John Lennon's vintage Mercedes-Benz.



Watch Now

### Vegas' Most Expensive Mansion & The \$100k Facial

See why Kim Kardashian and Beyoncé swear by the L.A. dermatologist behind the \$100k full-body facial. Find out which businessman transported his dragon-mansion around the world.



Watch Now

### America's Most Expensive Zip Code & The \$1,000,000 Junker

Be stunned by the beat up old junker that could be worth \$1mil dollars. Tour the palatial penthouse with panoramic views of New York and a \$50mil mega-mansion where everything is made from raw and organic materials.



Watch Now

### Floating Mansion & "Glamping" with the Stars

Chopper to a Hamptons mega-mansion with a rooftop tennis court designed by Venus Williams. Go "glamping" at a wilderness retreat where celebs pay big bucks to sleep in tents rivalling 5\* hotel suites.



Watch Now

### James Bond's Superyacht & Million Dollar Meal

Set sail like James Bond aboard the superyacht from Skyfall. Behold the \$1,mil meals whipped up by a one-of-a-kind chef. Swim with dolphins at an exclusive Hawaiian resort where celebs and royalty are regular guests.



Watch Now

### America's Most Expensive Mansion & Floating VIP Suite

Check out America's most expensive home: a \$250M mansion with bowling alley, exotic cars and full staff and sail on a \$450M ocean liner with house the world's most expensive floating VIP suite.



Watch Now

### The Mansion That Patron Built & A Diamond In The Rough

Take a tour of the nearly-\$50M party mansion that's the throne to an alcohol empire. Rock out with the giant rough diamond that's so unique, even a \$61M offer couldn't cut it.



Watch Now

### Blockbuster Mansion & The Ultimate Power Wheels

Be dazzled by the \$5mil stunner worn by Marilyn Monroe. Visit Disney World super-rich style, high atop your own castle and test one of the winningest Porsches on the planet that belonged to one of Hollywood's most beloved stars.



Watch Now

### New York's Finest Address & The \$3 Million Hybrid Ferrari

Step inside one of the most prestigious residences ever to hit the NYC market, high atop the iconic Plaza Hotel. Toast with a \$2,5k cocktail in a Sin City watering hole owned by a music megastar.



Watch Now



### Swedish Supercar & Luxury American Tank

Travel to a Swedish fighter-jet hangar where carbon fibre is twisted into one of the fastest supercars ever built. Ride a \$500K gold covered motorbike and the most expensive Porsche.



Watch Now

### The Ultimate Joyride & The Holiest Ferrari

Ride shotgun from Stockholm to Sin City on a \$200M road trip. Check out the Mercedes SUV covered in bulletproof armour.



Watch Now

### Bond Cars & The Porsche Outlaw

Access one man's ultimate James Bond car collection. Hitch a ride with the outlaw tasked to restore the most valuable Porsche in the world.



Watch Now

### Trump's Chopper & Sexy Lingerie Made of Gold

Fly in Donald Trump's private helicopter he had decked out in gold. Taste the most expensive dessert with toppings made of precious metal. And score the ultimate football helmet dipped in 24k and covered in diamonds.



Watch Now

### Gilded Las Vegas Mansion & \$2.5 Million Gold Watch

Take a golden ticket tour of the factory where a \$2.5 million Patek Philippe watch is made and meet the man turning everything to gold including a bicycle.



Watch Now

### Michael Jordan's Baller Mansion & Rust to Riches

Score VIP access to Michael Jordan's mansion and indoor basketball court. See how \$55M buys you a designer mega-home with neighbours like Jennifer Aniston & Clint Eastwood.



Watch Now

### Celine Dion's Island Getaway & A Ferrari Garage Sale

Get unprecedented access to Celine Dion's island getaway. Look inside a \$23M Bel Air mega mansion with seven acres of untouched rainforest.



Watch Now

### Dreamy Desert Mansion & Sexy Lingerie Made of Gold

Put the pedal to the metal in million dollar cars at 200 mph. Quench your thirst sipping a top shelf margarita that will set you back \$1,200.



Watch Now

### A Secret in Beverly Hills & The Beatles' Lost Treasure

Watch Beatles John Lennon's acoustic guitar sell to the tune of \$2.4M. And be pampered like royalty with a \$1,250 VIP facial.



Watch Now

### Sin City's Priciest Mansion & Star Wars Bonanza

See the world's most expensive penthouse high above Monaco, where the rooftop water slide includes a \$500M view. Check into a crystal palace in Manhattan where rooms go for \$20K a night.



Watch Now

**The King of  
Yachts &  
Billionaire  
Heiress**

Get a revealing look deep below a \$53M mansion. Go one-on-one with tennis star **Rafael Nadal** as he shows off his custom made \$775K wrist watch. Do Vegas like Bieber and “P. Diddy” in a secret penthouse suite.



Watch Now

**A Dreamy  
Desert Mansion  
& Sexy Lingerie  
Made of Gold**

Have your breath taken away by a desert mansion inspired by Morocco. Lose yourself inside the most expensive mega home in Hawaii.



Watch Now

**The Sexiest  
Home Video &  
A Mega Yacht  
for Swingers**

Ride along on a \$500K gold covered motorcycle. Get a VIP townhouse tour with Ryan Serhant and board a \$55M mega-yacht for (golf) swingers.



Watch Now

**The BCBG Mansion  
& A Handmade  
Super Car**

Be wowed by a fashion mogul’s \$85M designer lair. Take the plunge in a \$1.5M personal submarine. Check out an unusual wrist-watch built for the wealthiest Star Wars fan.



Watch Now

**Seasons 1-4**

Include episodes such as: **Bond Cars & Secret Jewel Room**, **The Nirvana Mansion & VIP Dog Hotel** and **A Royal Mega-Home & 60,000 Dogs**.

Click [here](#) for screeners of Seasons 1-4.

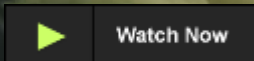
LUXURY

# HOW I MADE MY MILLIONS

## AMERICAN GREED

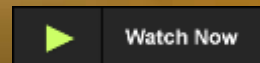
### HOW I MADE MY MILLIONS 22 X 30 MINS

How I Made My Millions goes behind the curtain to reveal how everyday people have taken ordinary ideas and turned them into extraordinary businesses., showing that the American Dream is alive and well if you have the desire and the know-how to make it big.



### AMERICAN GREED 117 X 45 MINS

American Greed examines the dark side of the American Dream: the scams, the schemes, the broken dreams...some people will do anything for money.



# ENTREPRENEURIAL



**4 X 30 MINS**



[Watch Now](#)

Lasting Legacy goes behind the scenes of some of Europe's most successful family businesses, to find out how family life and company strategy cross over.

## Episodes

1. Illy Family – an Italian coffee powerhouse
2. Henry Poole - Savile Row tailors
3. Faber Castell – German stationary pioneers
4. Perrin Family - Châteauneuf-du-Pape winemakers



# ENTREPRENEURIAL

# FOLLOW THE LEADER.



6 X 30 MINS



Watch Now

Business journalist Farnoosh Torabi is on a mission to find out what makes the most successful business people on the planet different from the rest of us...

## Episodes

1. John Paul DeJoria - US billionaire entrepreneur
2. Lyor Cohen – US music industry executive
3. Gary Vaynerchuck – Social media ad whiz and digital visionary
4. Katia Beauchamp – Founder of beauty retailer, Birchbox
5. Neil Blumenthal and Dave Gilboa - Founders of eyewear powerhouse
6. Tracy Anderson – Fitness entrepreneur



# ENTREPRENEURIAL

## Running in the FAMILY

### THE BUSINESS CLASS

with James Caan

#### RUNNING IN THE FAMILY 5 X 30 MINS

Family businesses are a crucial part of emerging economies. From creating a lasting legacy to nurturing the next generation of leaders, how do families survive the key succession test and navigate the family business to new levels of growth?



Watch Now

#### THE BUSINESS CLASS WITH JAMES CAAN 13 X 30 MINS

Entrepreneur James Caan is joined by Experts from a cross section of industries to look at The progress of real businesses from around the UK and help them navigate their way to greater success.



Watch Now

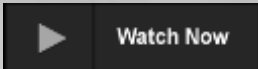


# SPORT AND TRAVEL



## FIRST CLASS

6 X 30 MINS



Susan Li takes you behind the velvet rope to show you the most exclusive destinations and discover the hidden gems and ultimate indulgences.

### Episodes

1. Singapore
2. Tokyo
3. Sydney
4. First Class Goes Gourmet
5. London
6. Bali





# SPORT AND TRAVEL



10 X 30 MINS



Watch Now

CNBC investigates what goes on behind the Scenes in F1 and takes a closer look at all the technology, innovation and plain hard graft. That can make the difference between Victory and defeat.

## Episodes

1. The Engine
2. The Driver
3. Aero Design
4. In the Pits
5. Monocoque Chassis
6. IT & Data
7. The Tyres
8. Fuel
9. Future
10. Best Of





# SPECIALS

CNBC On  
Assignment:  
China Entrepreneur  
Club

CNBC reports from the annual meeting of China Entrepreneur Club. Hear **what top Chinese entrepreneurs and decision-makers** have to say about China's economy, and what needs to be done to boost sustainable development in the country.



CNBC Debate:  
The Arctic  
Debate

Geoff Cutmore hosts a key note discussion on the **future of the Arctic** with the **Presidents of Iceland, Finland and the Russian Federation** from the Arctic Forum.



CNBC On  
Assignment:  
Betting On Asia

Akiko Fujita takes a look at the state of play in **the gaming sector in Asia**, plus the entry of a new player on the block, **Japan**.



CNBC Debate:  
Future of Jobs

**What's the biggest issue when it comes to employment?** Automation, nationalism, protectionism or gender bias? A panel of experts debate the issues could see your job change in the future.



CNBC Debate:  
Healthcare

From big data to the selfie culture. A panel of experts discuss the trends that are set to **revolutionize global healthcare**.



CNBC On  
Assignment:  
Frieze

It's one of the biggest events in the global arts calendar. CNBC takes a tour inside the **Frieze Art Fair**.





# SPECIALS

CNBC Debate:  
Trade & the  
Trump Effect

As global leaders prepare for the Trump era and a major reset of US trade policies, our panellists discuss **challenges and opportunities for world trade** in the new year.



CNBC Debate:  
Future Energy

How can 21st century investors help fuel **the technological energy revolution**? Join CNBC and leaders of innovation and investment in the sector at the World Economic Forum in Davos to find out more.



CNBC Debate:  
The Future of  
Investing

A \$77 trillion dollar industry facing unprecedented change. From new regulation to tech innovation, this is the **asset management** guide.



CNBC Debate:  
Global Banking  
Outlook

Geoff Cutmore asks the **CEOs of UBS, Lloyds, BoA, JPM & VTB** what issues are set to influence the global banking sector going forward. Will it be Trump, Brexit or regulation?



Fowl Play

CNBC takes a closer look at **what's ahead for China**, the top global exporter with tips from a Feng Shui master on how to improve your fortunes.



The Experience  
Economy

We look at firms that cater to experience desires, and how existing companies are changing to gain access to the **experience economy**.





To view all CNBC content, please click [here](#).

**CNBC DISTRIBUTION**

**Sian-Elin Davies**

Director of Distribution, EMEA  
T: + 44 (0) 20 7653 5958  
E: Sian-Elin.Davies@cnbc.com

**Emma Watson**

Distribution & Inflight Coordinator, EMEA  
+44 (0)20 7653 9332  
E: Emma.Watson@cnbc.com