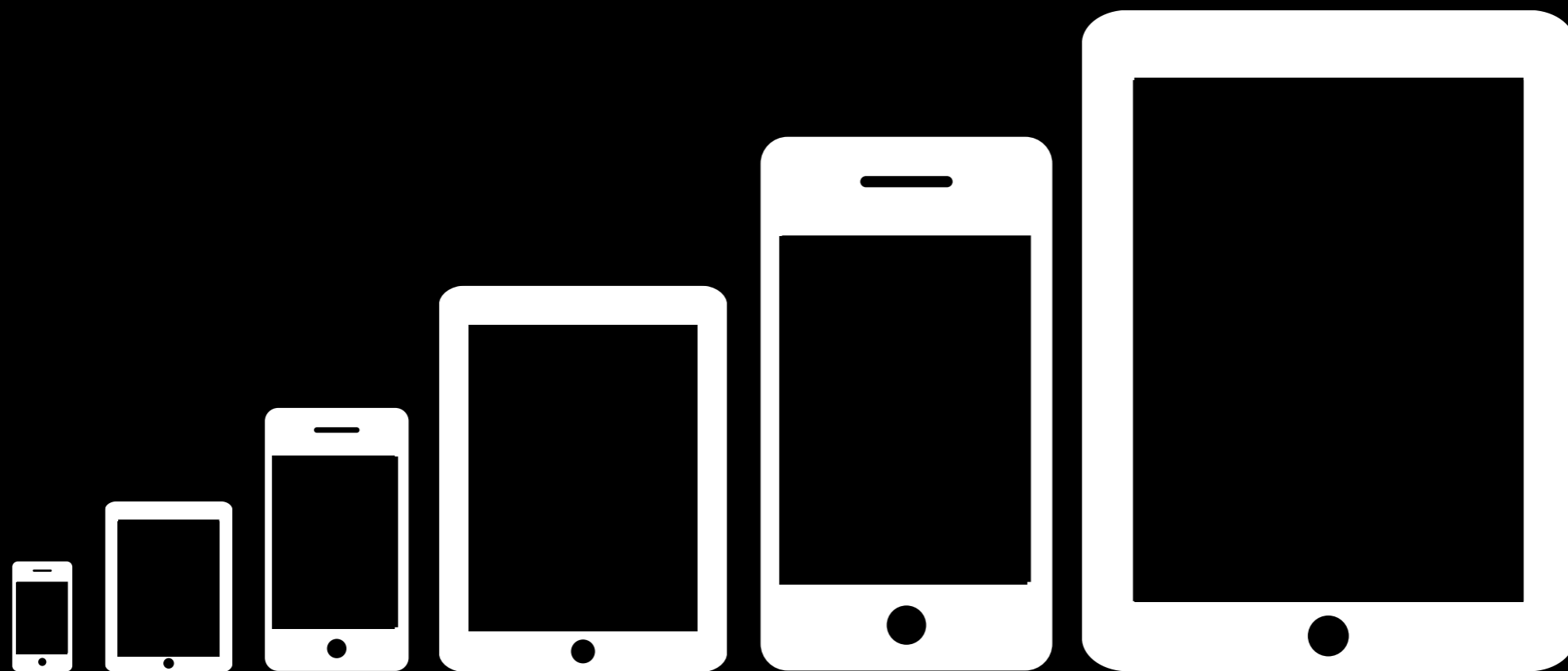


CNN NEWSOURCE[®]

News in a Mobile World



About This Series

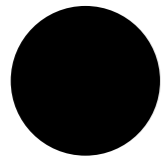
The business of news continues to change at an astonishingly rapid pace. Like our local news partners, CNN must stay ahead of evolving consumer preferences, new delivery channels and shifts in business models and technology.

The following series, *News in a Mobile World*, is designed to provide our local news partners with thought-starters, ideas and perspectives on the mobile news landscape. Some news organizations are mobile ninjas; others have just begun to dip their toes in the water. Regardless, our hope is that this series proves useful in providing thought-provoking questions and best practices to help raise all of our games in the mobile news world.

This document, *Programming for Mobile*, is the third in the four part series, covering editorial best practices when programming for mobile.

Pt.3

**Programming
for
Mobile**



Editorial Opportunities

Programming content for the mobile space brings unique considerations and challenges, but with that comes huge opportunity. At CNN, 25% of video starts come from mobile devices, and that figure is growing. The lines between what is “mobile” and what is “social” continue to blur. Developing a content strategy that centers around how mobile audiences consume news differently will be a key to success.

In this presentation, we'll cover:

- **The explosive growth of video on mobile devices**
- **Why mobile and social go hand in hand**
- **How mobile can enable local strategies**
- **Other tactical recommendations on mobile content**

1/

Mobile is...

Video

YouTube Mobile

40% of all YouTube video views in the U.S. come from mobile.
YouTube **tripled** its mobile ad revenue in the first half of 2013.



Time Spent

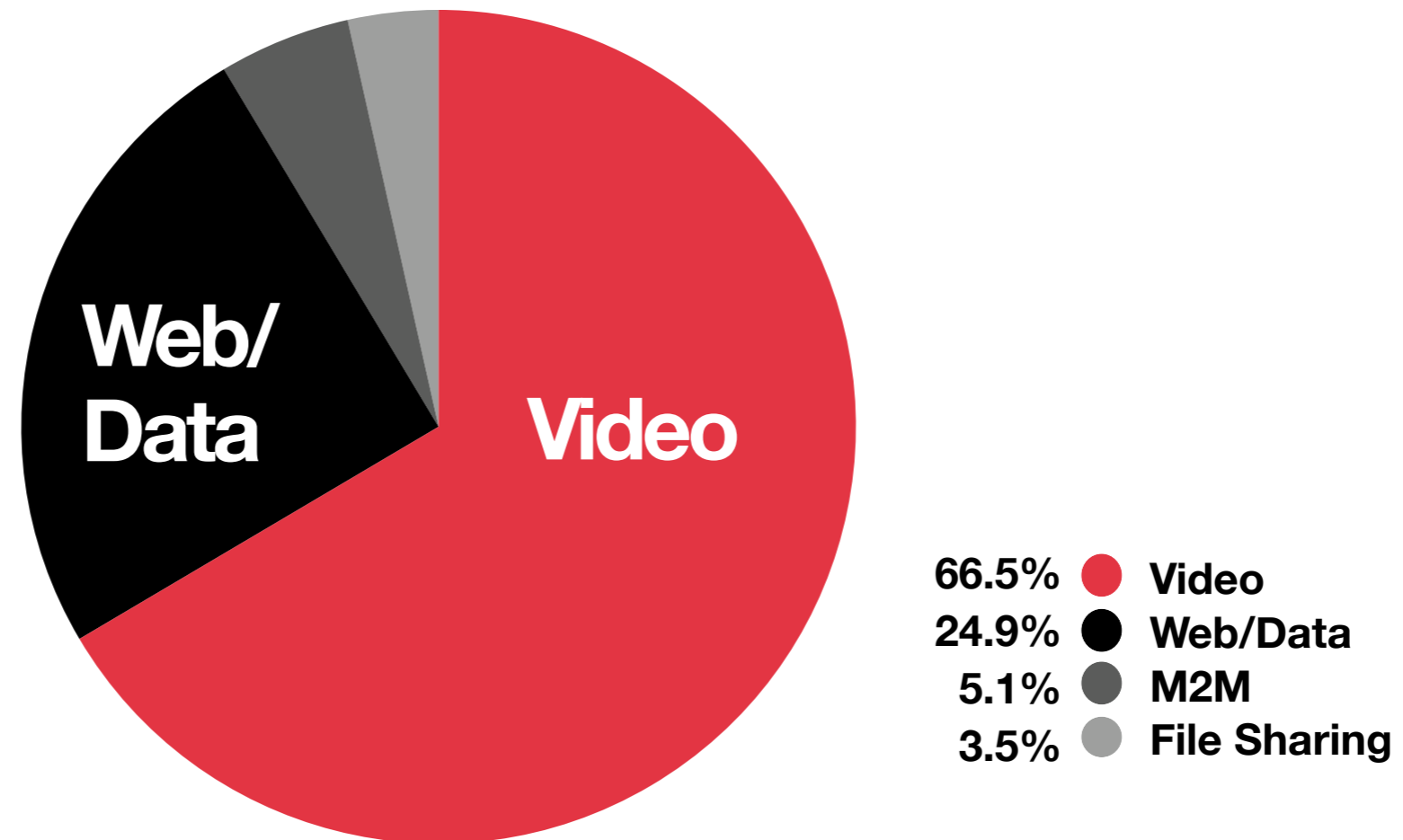
TV households spend more time per month watching video on a mobile phone than on a DVD/blu ray player.



Mobile Video To Grow

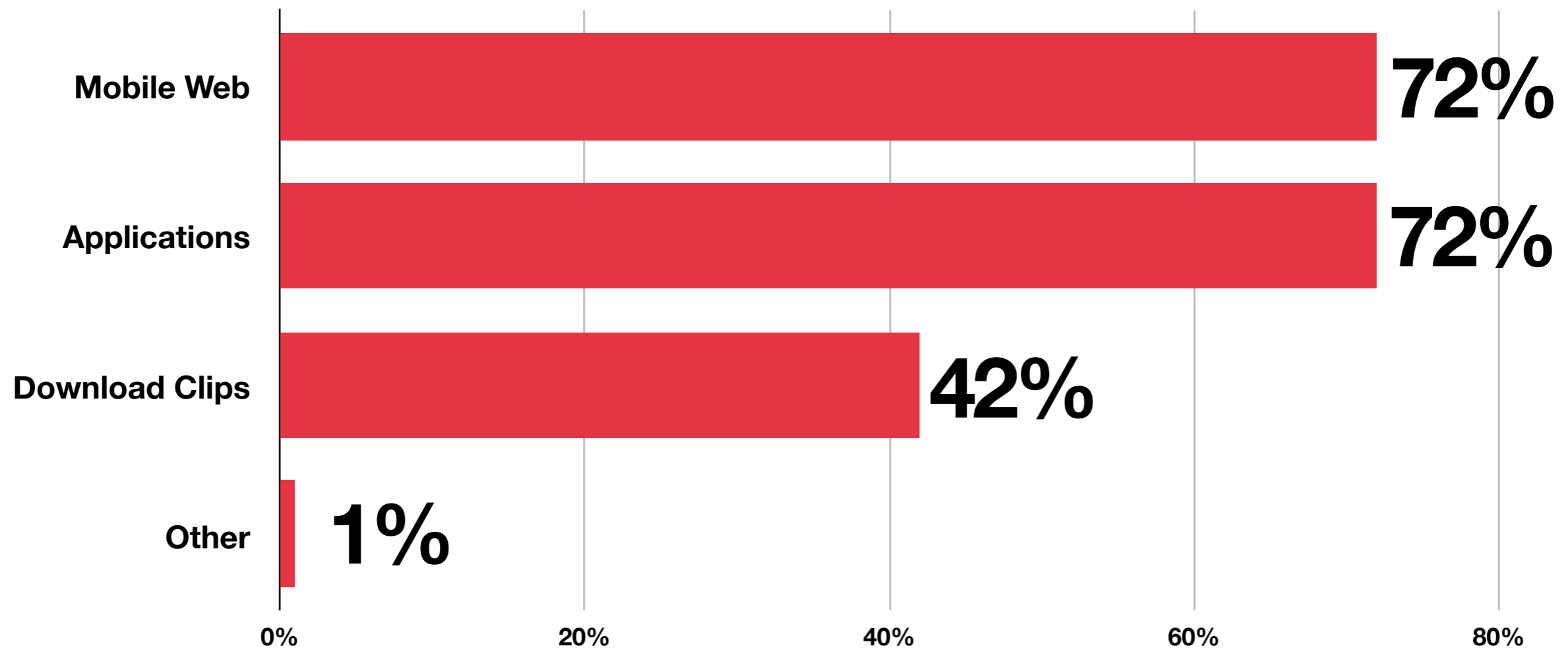
Cisco predicts that video will account for **2/3** of all mobile data traffic by 2017.

Predicted Mobile Data Traffic in 2017



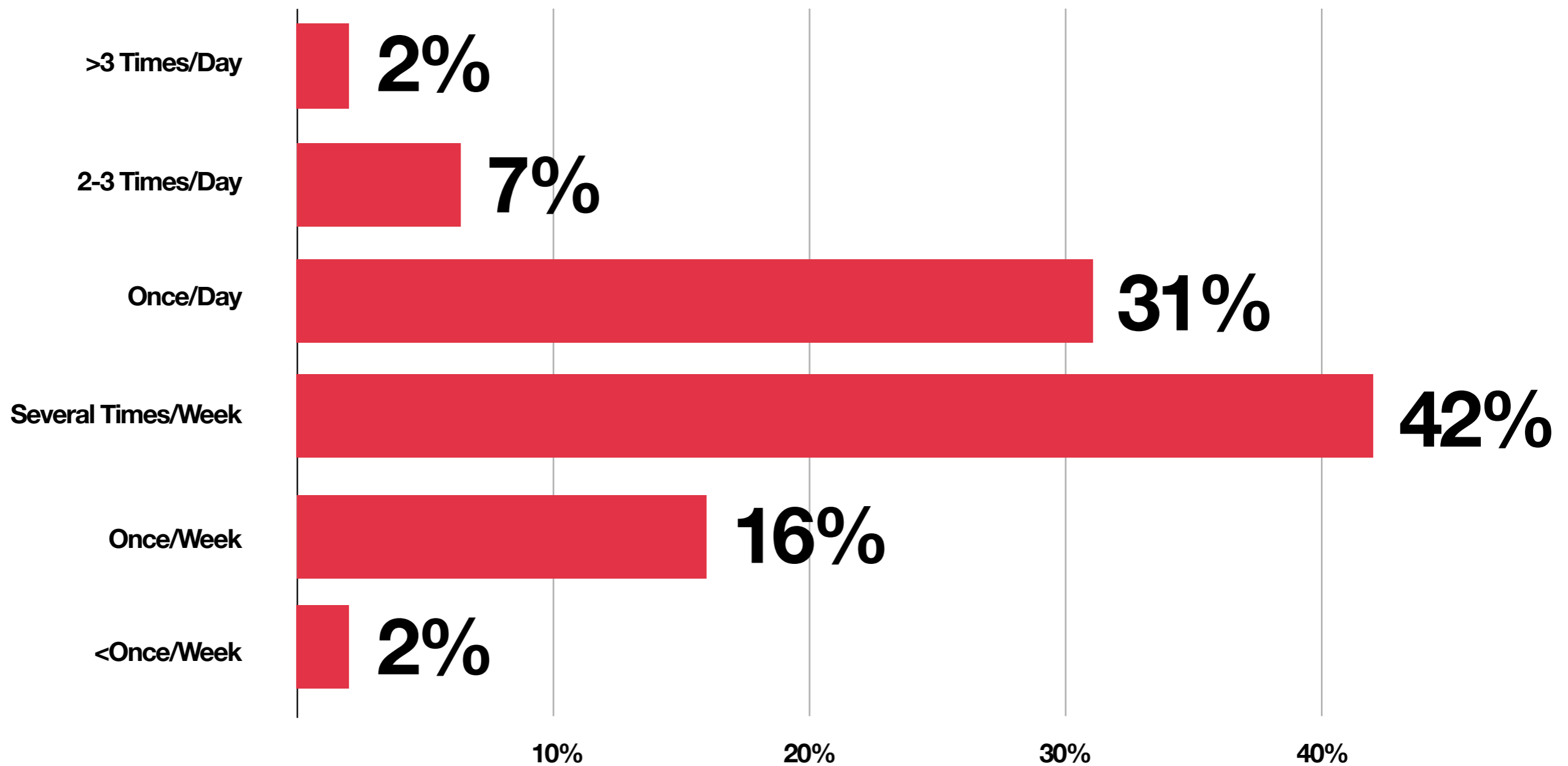
How We Watch Mobile Video

Equally on mobile web and apps.



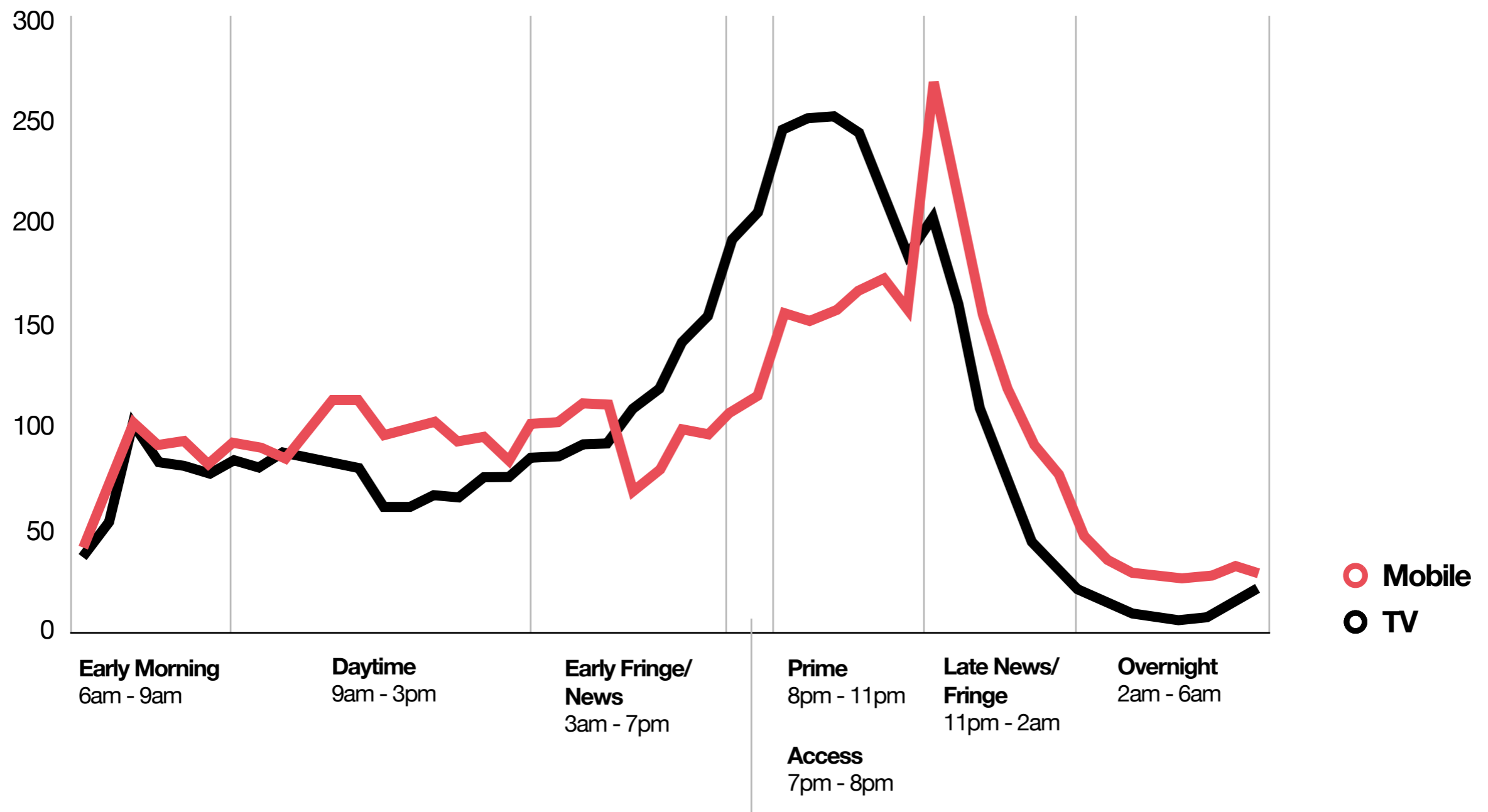
How Often We Watch

40% watch daily.



When We Watch

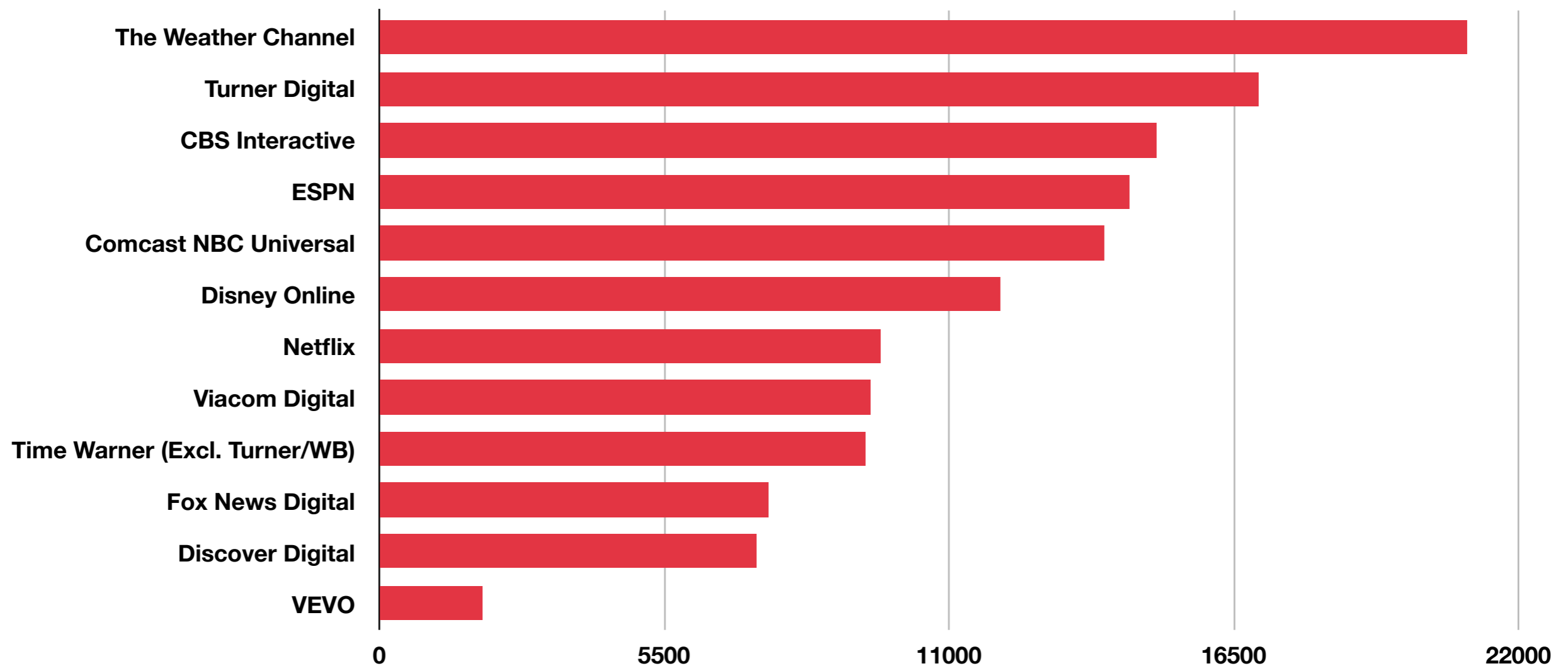
Video usage spikes during prime time and late night.



What We Watch

Top genres include children's programming, music, news, sports and weather.

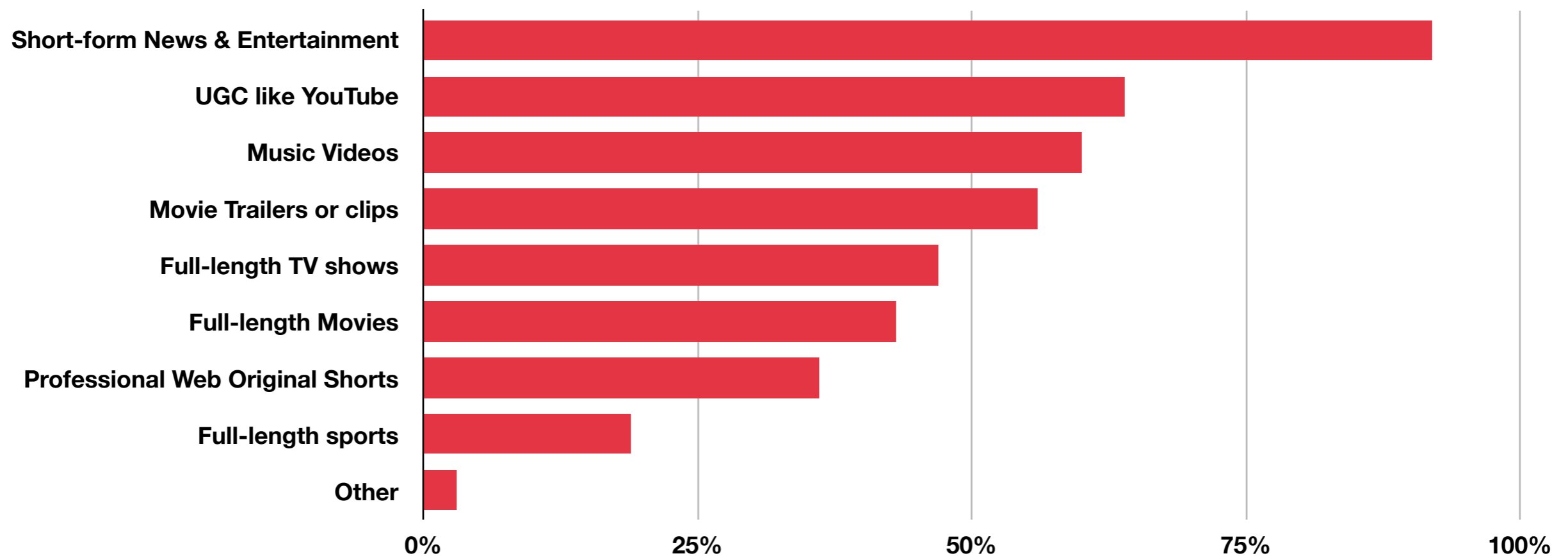
Mobile-only Unique Visitors, Major Video Sites, Excluding YouTube (000)



Tablet Leads Phones

Tablet users are **three times** more likely to watch video than phone users, and they're watching more than just short-form...

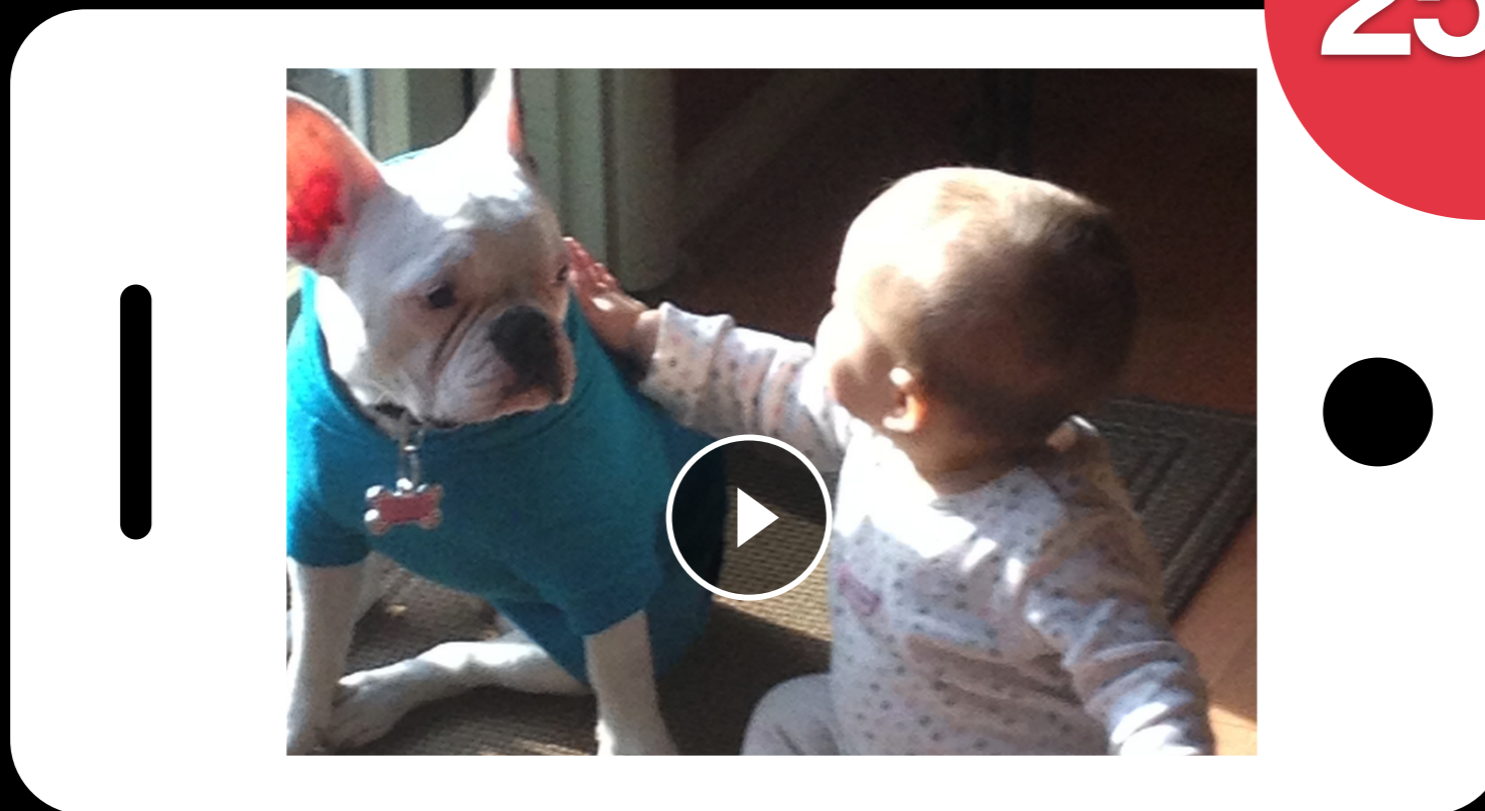
Videos regularly watched on Tablets
(% of Tablet Users)



At CNN Digital

25% of video starts are from mobile devices.

25%



Recommendations

1. Aggressively Grow Mobile Video

Mobile video can ultimately represent a significant portion of audience interaction.

Video usage is most active in the evenings.

- Increase the amount of video content you offer in prime time.
- Ensure your tablet apps have extensive video capabilities. If you don't have one, consider a tablet app that focuses exclusively on video.

Recommendations

2. Program Video for Mobile

Video usage patterns on mobile vary from desktop and television. Our top-performing video on mobile does not normally match the top-performing video on desktop.

- Program for limited attention spans. Short videos perform better than long investigative pieces.**
- Create collections of videos around a topic to encourage continued video sampling.**
- Monitor the types of videos that consistently trend high with your audience and program towards it.**

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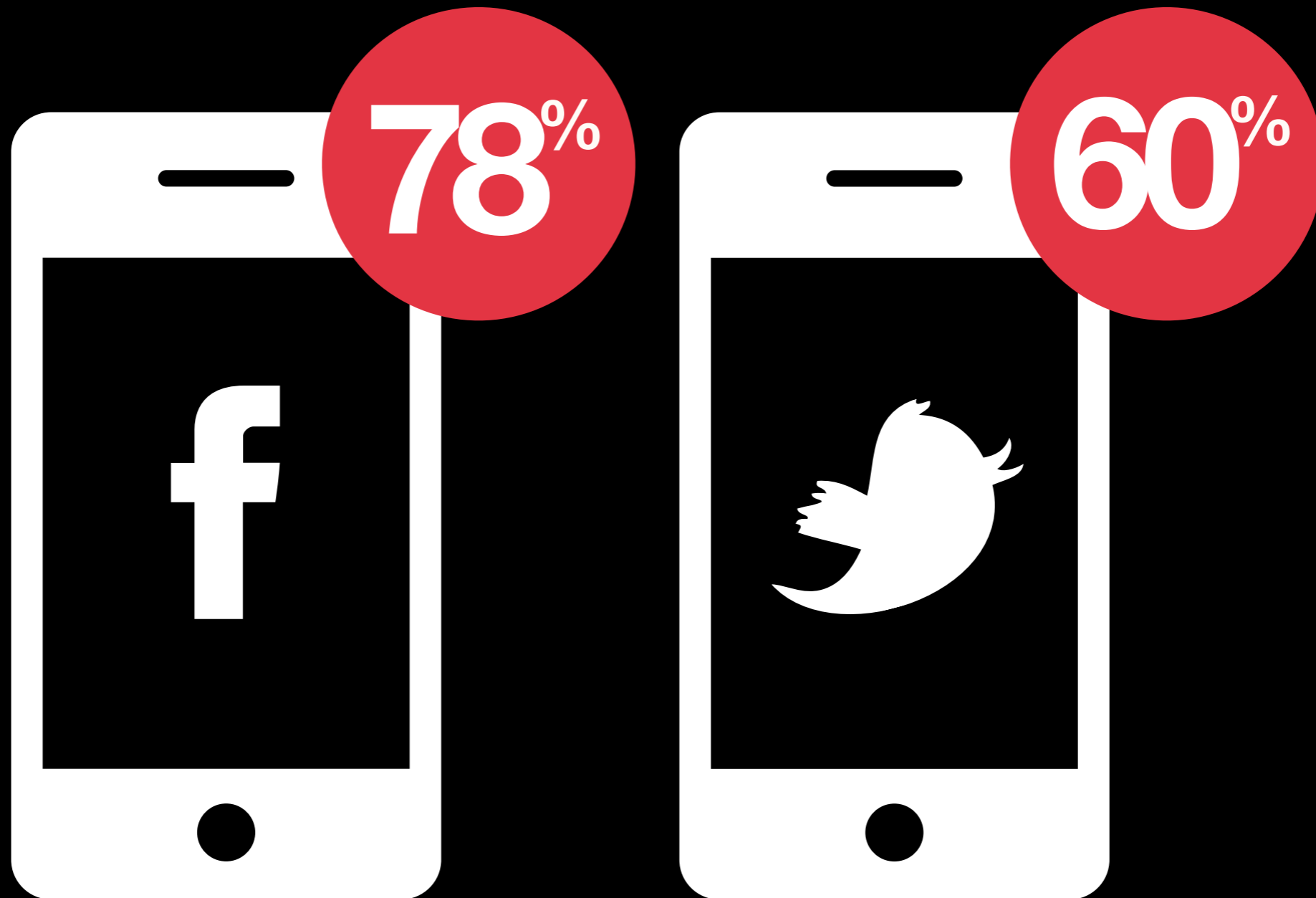
Mobile is...
Social

Mobile and social are like
peanut butter and jelly.

They complement each
other. Any mobile strategy
must include social and
vice versa.

Social Stats

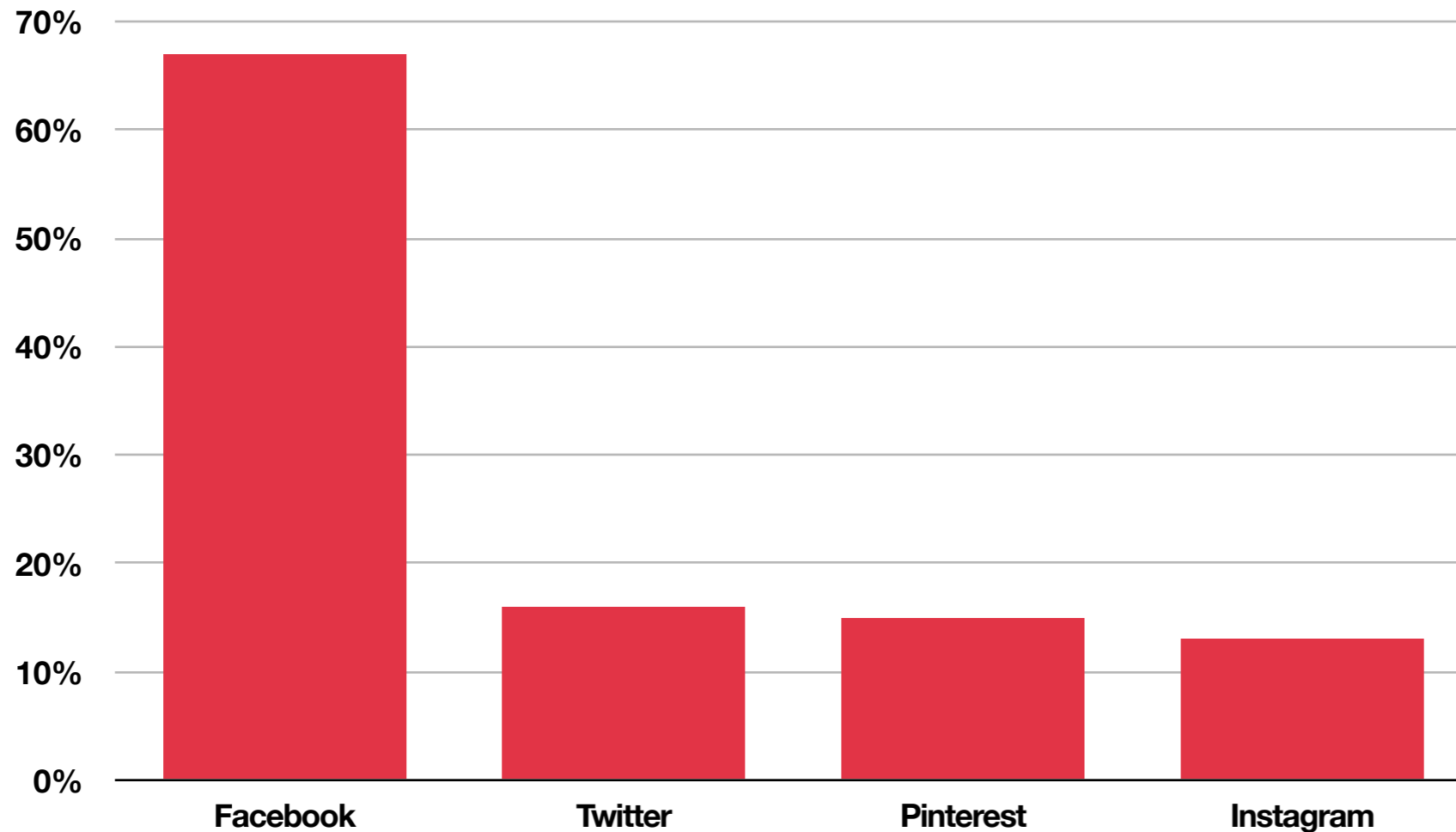
A high percentage of users connect through mobile devices.



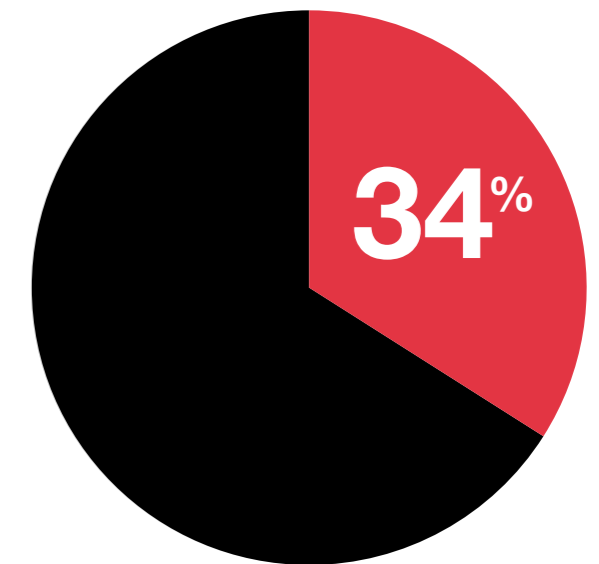
Why it Matters

Consumers are turning to social networks to get their news.

How Did You Read Yesterday's News?



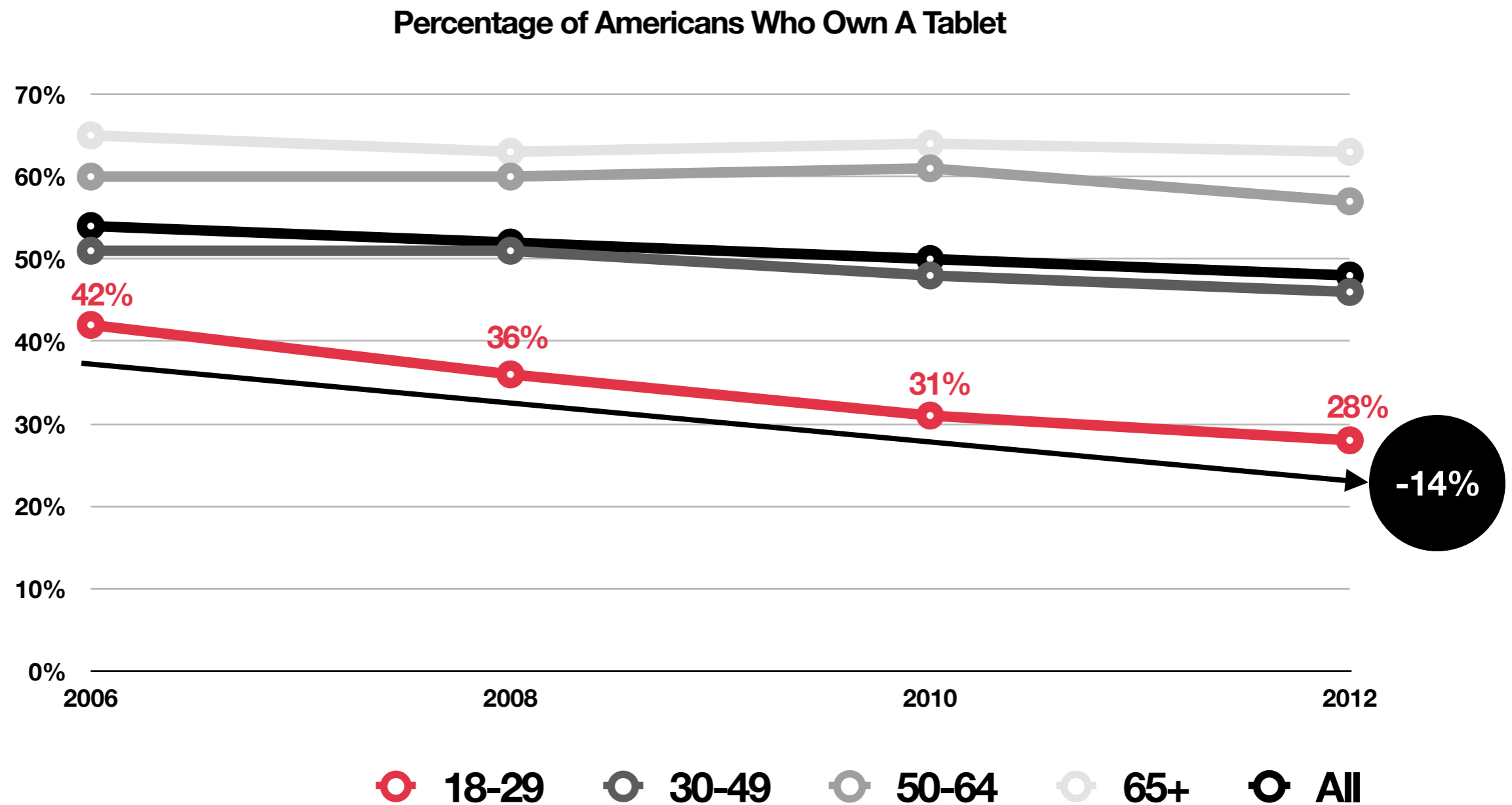
Gen Y Shifting the Pendulum



More than one third of young people find news on social media compared to 25% of people in their 40s.

Meanwhile...

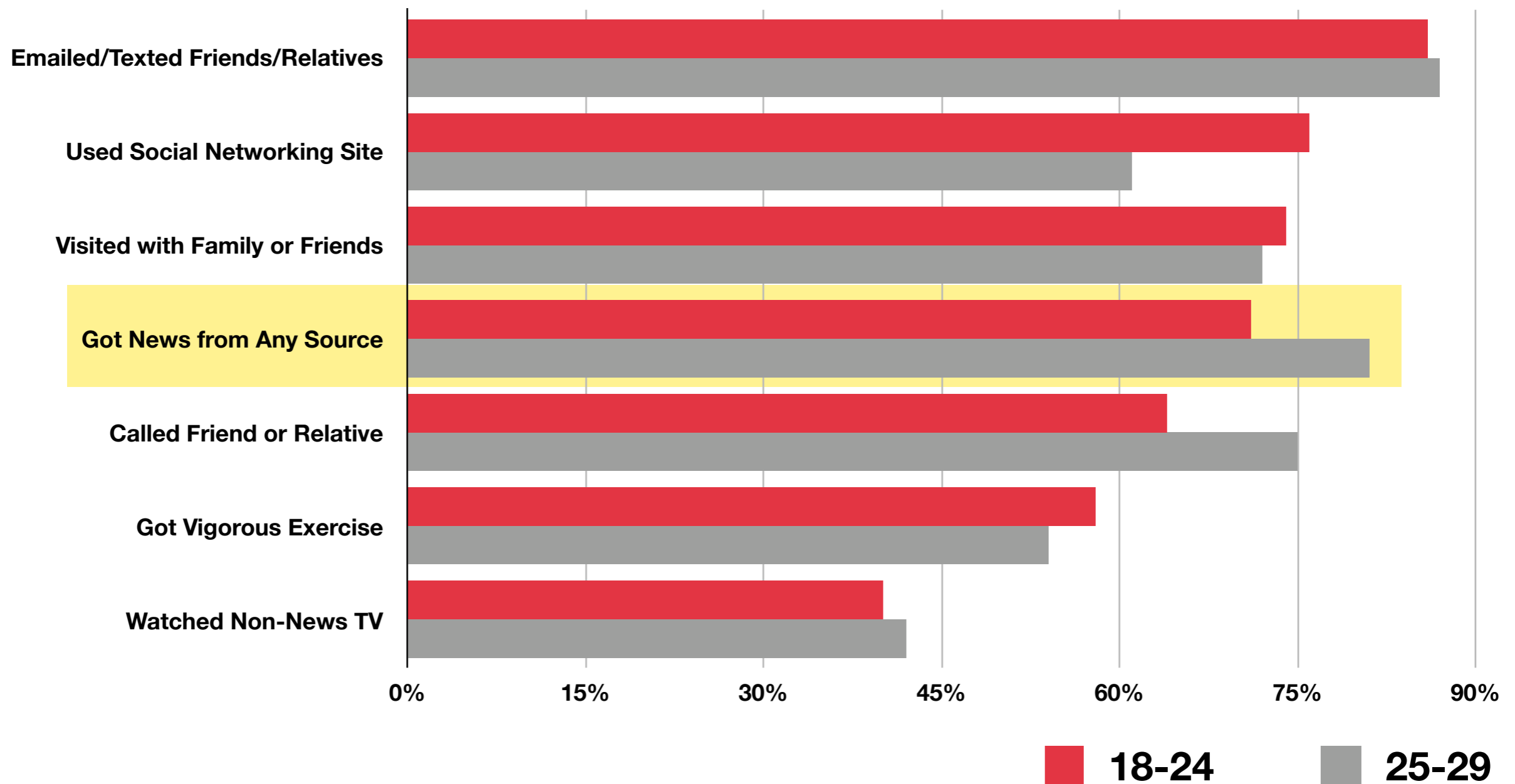
Local TV news viewership is in decline, especially among the younger audience.



News vs. Other Activities

News competes for young people's attention.

What Activity Did You Do Yesterday?



At CNN Digital

Mobile referral traffic from social media sites, especially Twitter, has grown consistently over the past year. **In many cases, a tweet is the equivalent of a mobile alert.** It has the capacity to drive traffic across all platforms.



Recommendations

1. Tie Mobile to Social

Develop your mobile strategy hand in hand with your social media strategy. Many mobile users are getting their news from social. Be present and work to determine how social fits within your overall news distribution strategy.

Integrate mobile and social staff. While tactics for driving usage will vary between them, they are intrinsically tied together. Your staff should understand how the two work together to increase reach.

Recommendations

2. Program for Social

Don't just put the same headline on social as your desktop site and expect users to click. Program social with the intent of getting users to click through to your site (either desktop or mobile).

- **Don't give all the news away in the headline. Entice them to click.**
- **Drive to a URL if it's on your site or to TV if it's exclusively live at the time of the post.**
- **Study other successful media properties. Huffington Post has been very successful on Twitter and Facebook.**

3/

Mobile is...

Local

Always With Us

Americans keep their mobile phones close at hand.



80%

never leave
home without it

85%

are never more
than 3 ft from it

94% of consumers look for local information on their smartphones



Restaurants



Maps



Shopping



News



Events



Businesses

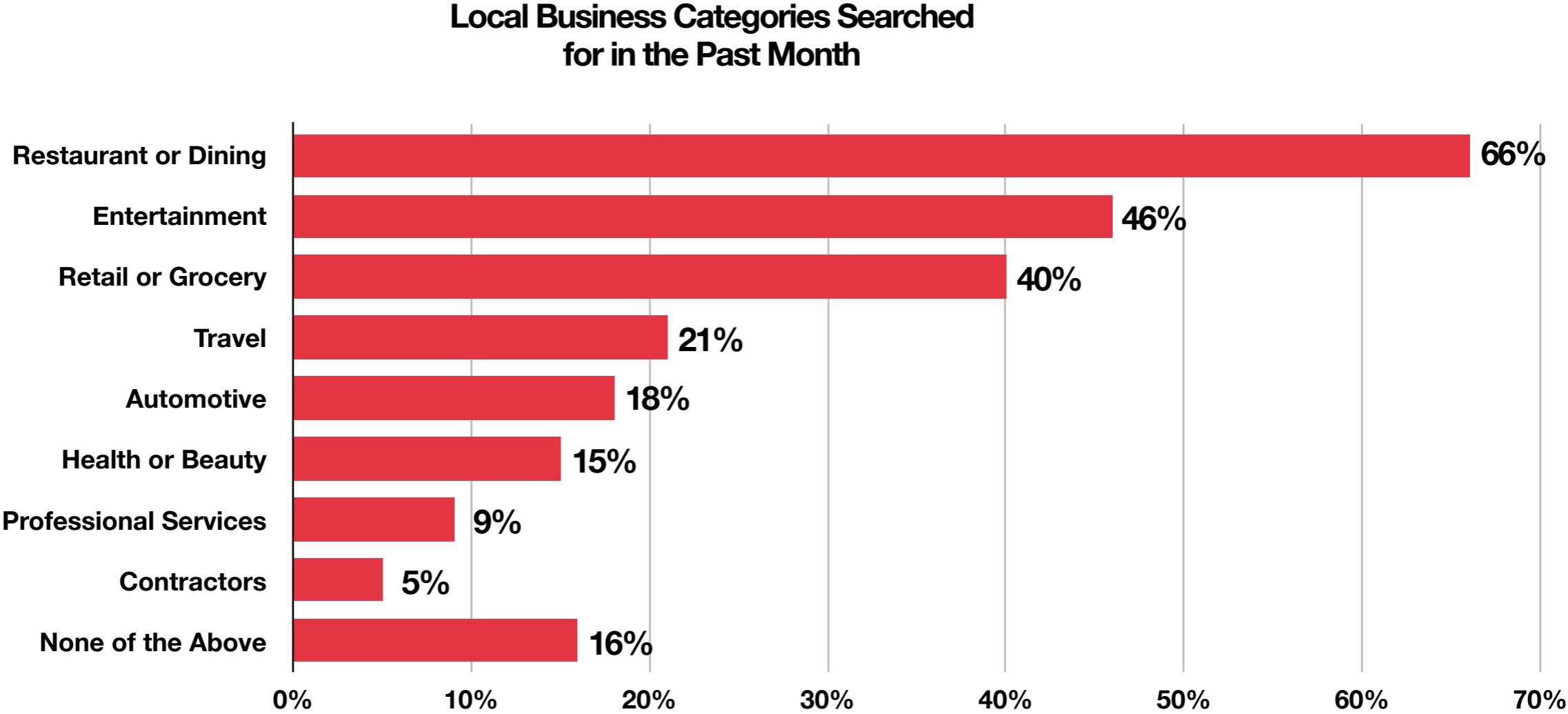
Most Active Cities

The South leads with 4 out of the top 10 cities for active mobile search activity throughout 2012.



What Are We Looking For?

Local restaurant and dining establishments are the most researched on mobile devices.



Source: AT&T, April 2013

Recommendations

1. Know Where They Are

Use the consumer's location to your advantage. Pinpoint them on your weather and traffic maps. Push local events in their community. Offer coupons based on their current location.

The more hyper local you can go with mobile the better.

Recommendations

2. Play to Your Strengths

Local news is uniquely positioned vs. national media.

Your users can get national news from many outlets, but only a few provide local news and information in your market.

Focus your mobile efforts on areas that have the greatest local impact - top stories, community involvement, weather, traffic, sports.

Recommendations

3. Become a Champion for Local Services.

Understand what users are doing on their phones and connect to those services. For example, if restaurant searches are one of the primary drivers on mobile, focus on improving and expanding your restaurant reviews.

Change the way people think of your brand. Expand your community presence.

Recommendations

4. Tap into User Generated Content

Your audience has a valuable asset with them at nearly all times - a camera. Encourage them to send you photos and videos of news events in the area.

Consider taking it a step further and integrate user uploads with location awareness into your app.

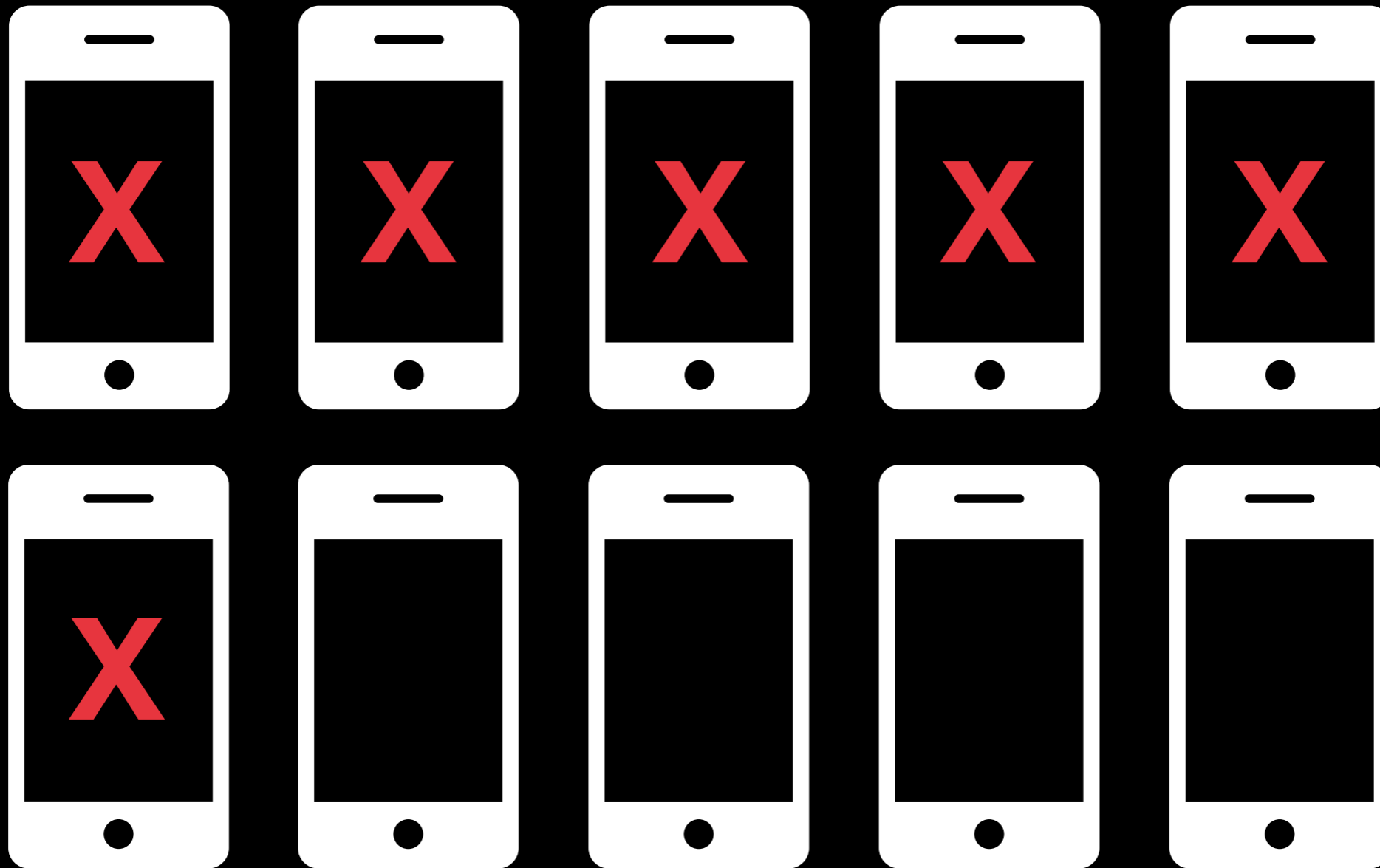
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Mobile is...

Not a Mini-
Website

A Satisfying Experience

61% of mobile users are **UNLIKELY** to return to your site if it was hard to use. **40%** would visit a competitor's site instead.



Recommendation

Make sure your site is usable on mobile

If your site requires a lot of pinching and zooming, it will quickly turn away users.

- **Can you read the content just by scrolling?**
- **Is your site fat-finger friendly? Can you easily choose sections in the navigation or individual headlines in a list using your fingers?**
- **Are the headlines too long?**
- **Can you navigate with one hand?**

Recommendation

Program editorial for mobile

Understanding how the mobile audience wants news is important.

- A single article with the latest news about a breaking story is more valuable than 20 articles offering different analysis and commentary about the same story.
- Program your content based on audience daypart behaviors.
- Checking in is habitual. Offer frequent short updates for ongoing stories. The Boston bombing is a great example.

Recommendation

Use alerts

One of a mobile app's core strengths is the ability to alert users during breaking news.

If breaking news occurs in the evening, the audience is likely hearing about it through mobile. Use alerts to drive users cross-platform to your website and TV.

When Bin Laden was killed at night, mobile alerts drove cross-platform engagement, ie website and TV.

3/

Summary

A Few Takeaways

- 61% of mobile users are **unlikely to return** to your site if it was hard to use - most would go to a competitor instead.
- Mobile **video is set to explode**. 40% of us watch it daily, and Cisco predicts that mobile video will account for 2/3 of all mobile data traffic by 2017.
- Video **preferences of mobile users differ** from desktop. Mobile dayparts are different, and mobile users tend to prefer shorter videos than desktop users.

A Few Takeaways

- **Social media is a key source of news for Gen Y**, while local TV news viewership among this demographic is declining. Social is a key vehicle for growing this crucial audience.
- **Mobile and social** should be connected, and staff integrated, with content programming for social designed to entice users to click through to your site.
- 94% of consumers seek local information on their smartphones. Use **location services and alerts** to your advantage, partnering with local businesses to create hyper local promotions. Dining, entertainment and retail are the leading categories.

What's Next?

Part 4 of the *News in the Mobile World* series will discuss monetizing mobile. Most executives recognize the potential of mobile, but many still struggle with making money from it. In this part of the series, advertising trends and best practices, as well as paid content strategies, will be addressed.

Thank You

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