Quick Facts on
The World’s News Leader

cnn.com/international
What is **CNN International**?

- **CNN International** is the World’s News Leader. The pioneer of 24 hour news programming, CNN International remains at the forefront for delivering fast, accurate impartial news of global importance to international audiences.

- With production centres in Hong Kong, London, Abu Dhabi, and Atlanta, **CNN International** is the most watched and most distributed international news channel in Asia and across the world.

- **CNN International** is a different channel to CNN which is primarily distributed in the U.S. and covers news stories of importance to U.S. based audiences.
What types of programming can I watch on CNN International?

• ‘Breaking News’ is CNN International’s trademark. Every day, CNN reports on the latest international stories, business news and sports highlights.

• CNN International also produces a wealth of news documentary and feature programming including the travel programme ‘CNNGo’; environmental themed show ‘Eco Solutions’ and the ‘CNN Freedom Project’ weekly specials and documentaries, designed to help fight modern slavery.

• Piers Morgan Tonight, is CNN’s daily talk show featuring newsmakers from the world of politics, showbiz and entertainment.

How does CNN International differ to other news channels?

• Intelligence. CNN International goes beyond the headlines: analysing the facts; providing context; so our viewers understand how and why a story is relevant to their everyday lives.

• Diversity. The strength and diversity of CNN International’s newsgathering resources enables CNN International journalists to report from the frontlines, on multiple stories across different continents at the same time, giving our viewers the inside perspectives.

• Transparency. CNN International has no political or geographical bias or agenda.
THE CNN BROADCAST AFFILIATION

Know that CNN’s global newsgathering reach means no matter where or when news breaks, you can deliver the engaging live coverage your viewers seek.

AFFILIATES HAVE ACCESS TO CNN BUREAUS AROUND THE WORLD

- Integrate quality CNN footage directly into your newscasts
- Arrange live shots with CNN correspondents
- A range of pre-produced stories for easy sponsorship
- A dedicated 24/7 international affiliate response team
- Access to CNN’s international resources and expertise
- Tailored training opportunities
- Global exposure for your station to 2 billion CNN viewers
- An unrivalled affiliate network of 900+ broadcasters globally

Book a CNN bureau to shoot your own interview or feed material back home
ACCESS TO CNN’S GLOBAL RESOURCES

Our reach is your reach, so wherever and whenever news breaks, CNN puts you there. Plenty of options make it easy to integrate live reporting into your newscast, you won’t even have to spend on airfare. Gain access to:

MAXIMIZE YOUR NEWSGATHERING BUDGET

- Regional newsgathering hubs based in London, Hong Kong and Abu Dhabi
- Over 45 bureaus internationally
- CNN’s award winning correspondents for live crosses
- Ad-hoc assistance in the field whenever possible
- A dedicated 24/7 international affiliate response team to assist you with forward planning
- A network of 900+ broadcasters worldwide to work alongside
- An extensive archive library spanning 30+ years of historical footage
- Fact-finding visits and one-to-one meetings with CNN executives and specialists in various areas of expertise
A 24/7 RESPONSE TEAM AT YOUR DISPOSAL

The International Newsource (INS) team is dedicated to helping international affiliates make the most of the extensive CNN content, resources and services available to them. They’re just a phone call away.

CALL OR EMAIL THE INS TEAM TO CHECK OUR COVERAGE PLANS

- Around-the-clock support via phone or email
- Access to CNN’s global infrastructure and resources
- Facilitates live broadcasts and satellite feeds
- Assistance with forward planning for major world events
- E-mail alerts including media advisories, broadcast schedules and coverage highlights
- Over 100,000 hours of archive footage

Or enquire about booking a live or pre-taped interview with our correspondents
THE CNN JOURNALISM FELLOWSHIP

The CNN Journalism Fellowship (CJF) is a unique three-week training program that provides journalists with an intimate look at CNN’s operations from its headquarters in Atlanta.

THE CJF WAS LAUCHED IN 1989 BY CNN FOUNDER TED TURNER

More than 800 journalists, from 123 countries and 207 news organizations have participated in this highly sought after program since its inception

- Insight into every aspect of CNN production including:
  - international desk deployments
  - multi-platform newsgathering and reporting
  - futures and special events planning
  - emerging technologies
  - show planning

- Individual training tailored to the participant including on-air reporting and presentation skills
- Meetings with CNN’s senior executives
- The ability to file stories from the U.S. back home
- An unrivalled opportunity to build relationships with other broadcasters from around the world