



NEWSOURCE

We're at the heart of it.

A photograph of a grassy field with several people in the background. A yellow caution tape with the word 'CAUTION' is stretched across the foreground. The text 'CNN NEWSOURCE DIGITAL' is overlaid in white on the left side of the image.

**CNN
NEWSOURCE
DIGITAL**

NEWS & SERVICES FOR ALL YOUR DIGITAL PLATFORMS.

CNN Newssource Digital is the affordable, one-stop solution for digital news publishers.

From trusted content from CNN's worldwide newsgathering and more than 1,100 local news and strategic partners, to compelling content produced for the digital age and a revenue share structure, CNN Newssource Digital is the end-to-end solution for all your digital platforms.



CNN NEWSOURCE DIGITAL



Are you working with a partner who understands all the challenges and opportunities in digital news publishing?

At the Heart of CNN NewsSource Digital:

- CNN's 40 domestic and international bureaus and more than 3,000 employees worldwide.
- A network of 1,100+ local news affiliates & strategic content partners, and growing.
- Wire service featuring text, images, digital video and graphics on breaking news and topics your audience reads – such as business, money, technology, health, entertainment, travel and more.
- Digital video delivered through a turnkey video player that comes with an advertising revenue share.
- Flexible content to use across all platforms – digital, mobile, social, broadcast and print.
- A dedicated digital client team solely focused on helping you optimize your digital services. We understand the drivers of your business such as site traffic and audience engagement so we are laser-focused on providing you with content, a level of service and attention you won't find elsewhere.



WHY CNN NEWSOURCE DIGITAL?

Compelling content. Easy to use.
Revenue share.

1. Leading integrated, turnkey digital publishing solution.

CNN Newsource Digital delivers video, text, images, graphics and more from one easy-to-use source. Breaking news, viral content and powerful video curated specially for digital platforms that will help you draw repeat traffic to your sites.

2. Breadth of content.

You're the expert on your local news. Let CNN provide additional content to round out your offerings. We have the "news you need to have": CNN is the leading source for national and international coverage, and other popular categories such as money and consumer technology. And our focus on digital first storytelling means we are helping you engage younger audiences.

3. Reach a bigger audience with your content.

Grow your audience by syndicating your content through CNN's network of more than 1,100 affiliates. Not to mention the traffic boost you'll get if your story gets linked on CNN.com, the #1 news website and news social network in the world.

4. Money in your pocket.

Earn revenue two ways: as a content owner and as a publisher. Joining CNN Newsource's Video Affiliate Network (VAN) allows you to monetize your video content as a content owner across our 1,100+ affiliate network. Plus earn revenue as a publisher.

5. Digital expertise. Newsroom support. 24/7.

That is the power of working with CNN Newsource Digital. The CNN team is constantly curating content based on the latest social trends and audience analytics. Our real-time affiliate advisories and tweets help you stay on top of breaking news and quickly tap into CNN's knowledge on big trending stories. And beyond the stories and editorial support, CNN is constantly investing in cutting-edge tools and best practices in digital storytelling. As our affiliate, you benefit from having the power and reach of CNN as your extended team of editorial and digital experts.

WHAT YOU GET WITH:



NEWSOURCE DIGITAL



Turnkey Video
Player Technology



Digital Video



CNN
Newsgathering
Worldwide



Text



Images & Graphics



1,100+ Local Affiliates
and Strategic Content
Partners



24/7
Editorial Support



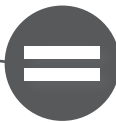
Digital Audience
Expertise



Content for
Social



REVENUE SHARE



To learn more about CNN Newsource Digital

email us at newsourcing@cn.com or visit cn.com/newsourcing