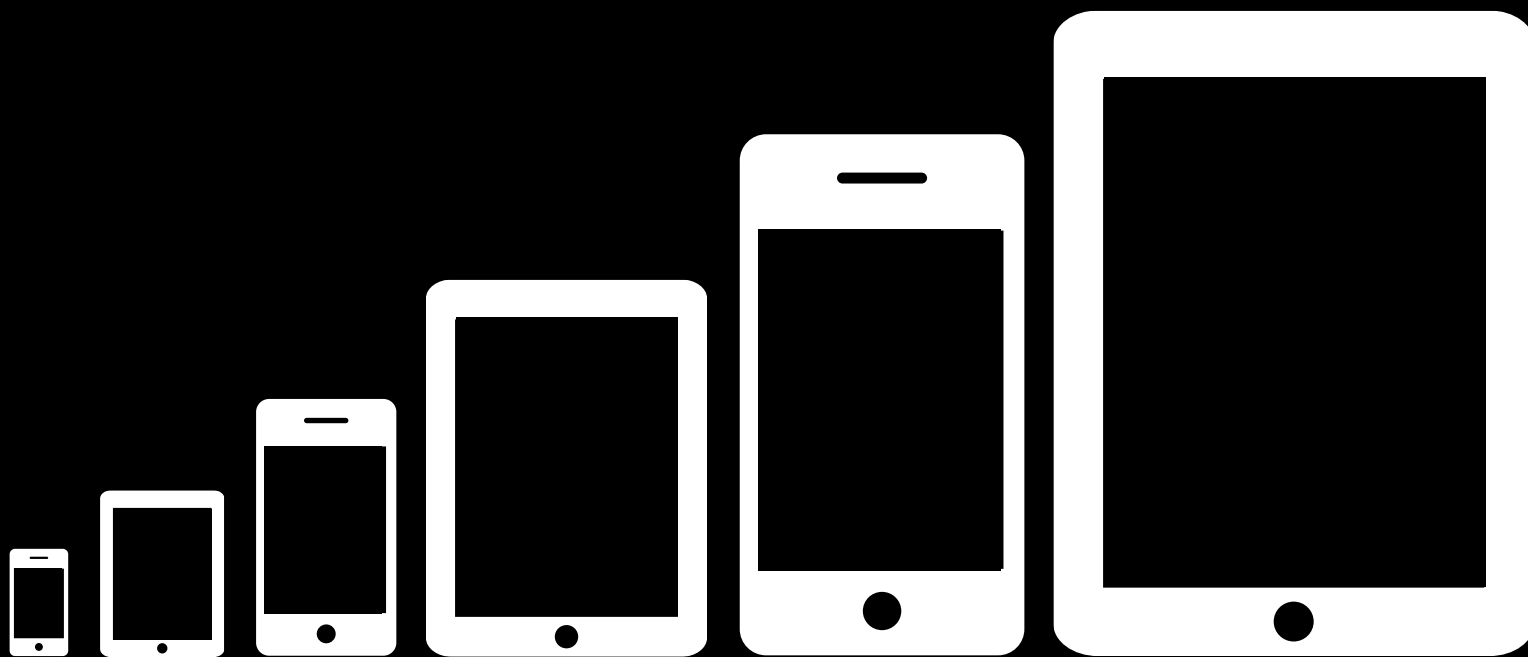


CNN NEWSOURCE

News in a Mobile World



How We Spend Our Day



On any digital device

5hr:16m



Watching TV

4hr:31m



Using mobile devices

2hr:21m



On desktop computers

2hr:19m



Listening to the radio

1hr:26m



Eating or drinking

1hr:25m



Doing housework

1hr:04m



Social networking

40m



Reading print media

32m

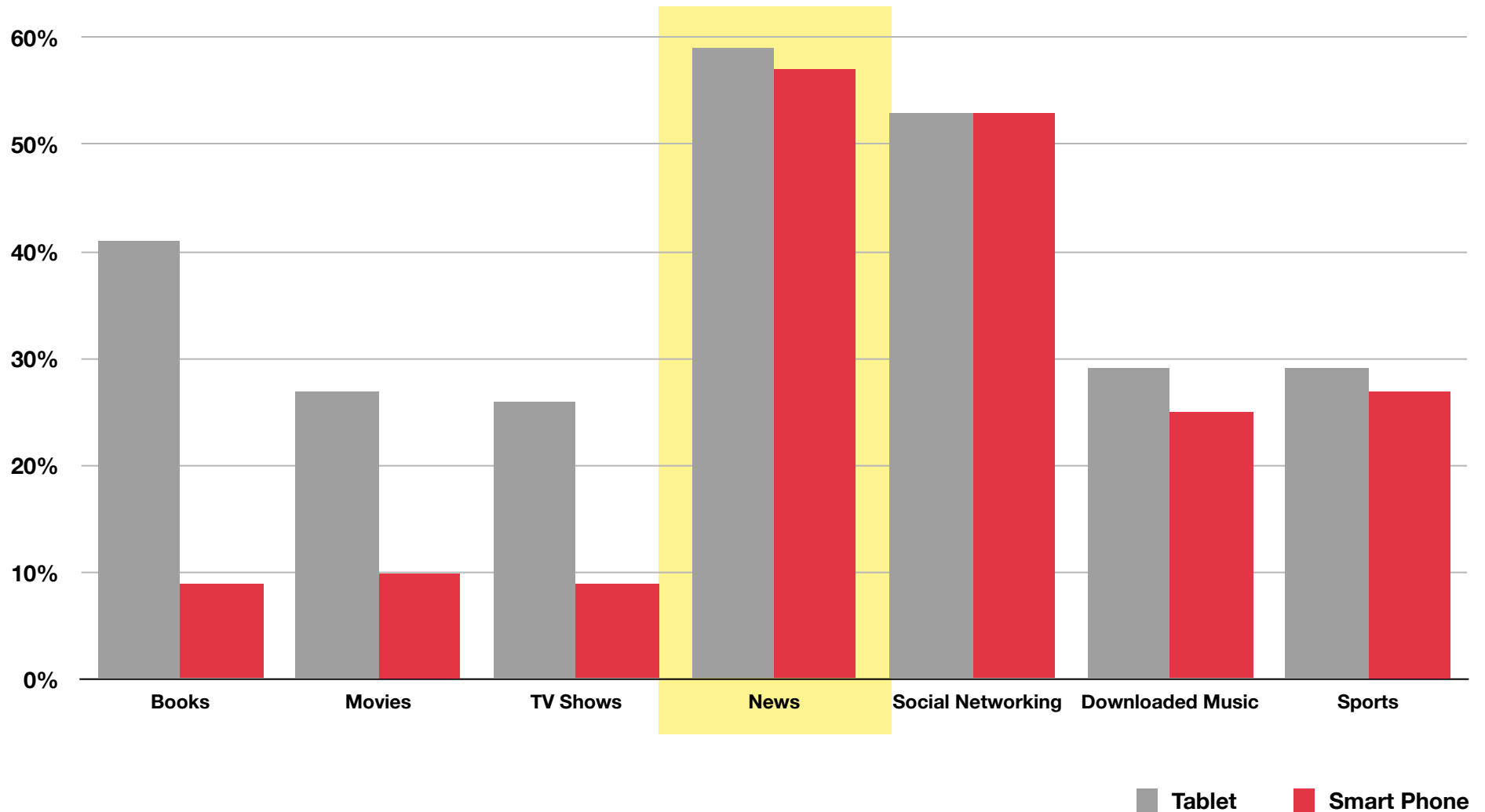


Exercising

23m

Bright Spot for News

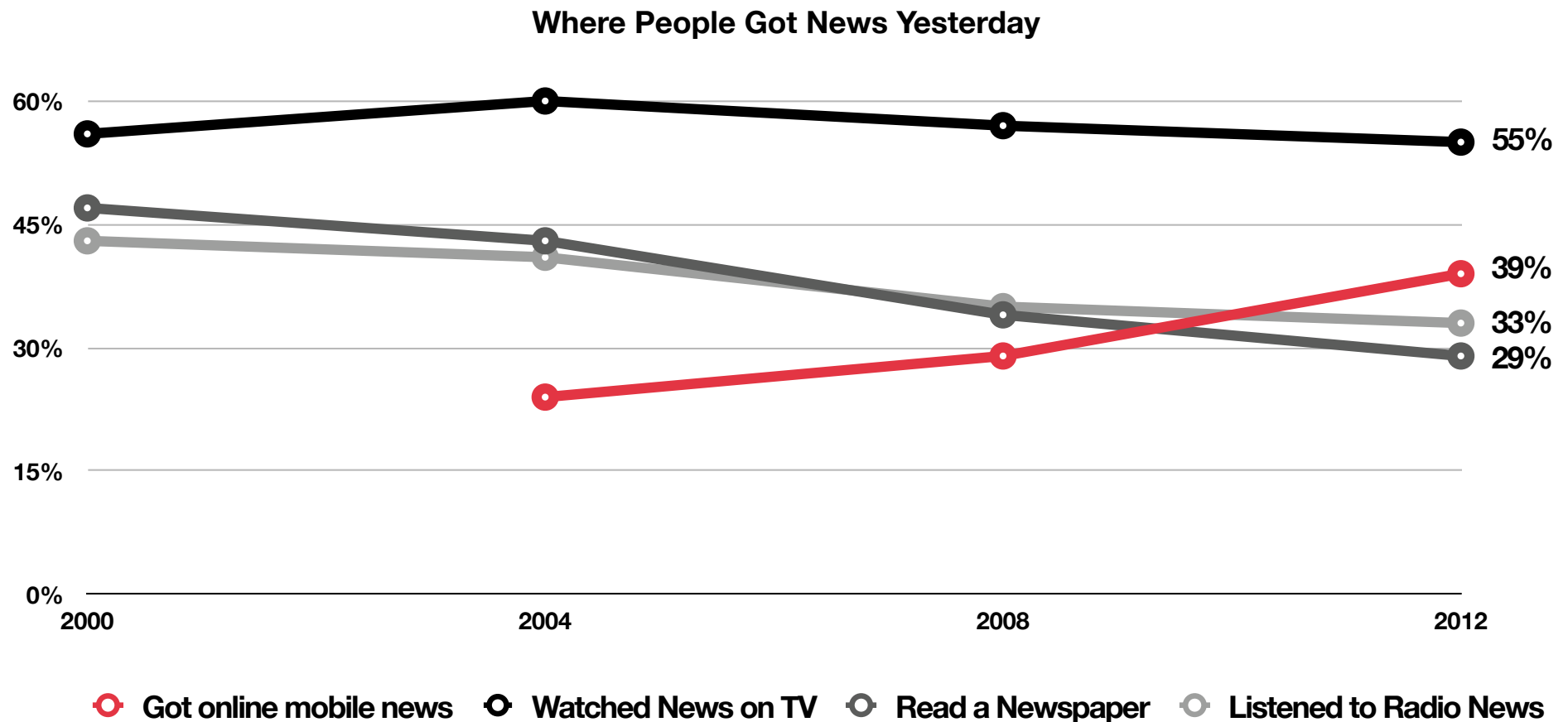
Content Accessed Through Mobile Devices



Source: Nielsen Connected Device Report, 2012

Where People Get News

Online/mobile news has risen sharply at the expense of TV, radio and newspapers.



What Motivates Us

Each device fulfills a different need.

PC/Laptop



Context:

- Office or home use
- Productive, task-oriented
- Requires lots of time & focus
- Serious, research intensive, attitude

Motivation



40%

Finding information

29%

Keep up to date

Smartphone



Context:

- On-the-go as well as at home
- Communicate and connect
- Short bursts of time
- Need info quickly and immediately

Motivation



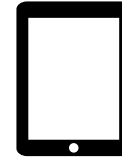
54%

Communication

33%

Entertainment

Tablet



Context:

- Primarily used at home
- Entertainment and browsing
- Unbound sense of time
- Relaxed and leisurely approach

Motivation



63%

Entertainment

32%

Communication

News Snacking

Readers on mobile like to check the news more often and more quickly.

More than ONCE A DAY
with a mobile device



Smartphone
owners

75%



Tablet
owners

70%

+10%

increase in tablet
usage in one year

More than ONCE A WEEK on
other devices



TV
74%



Radio
55%



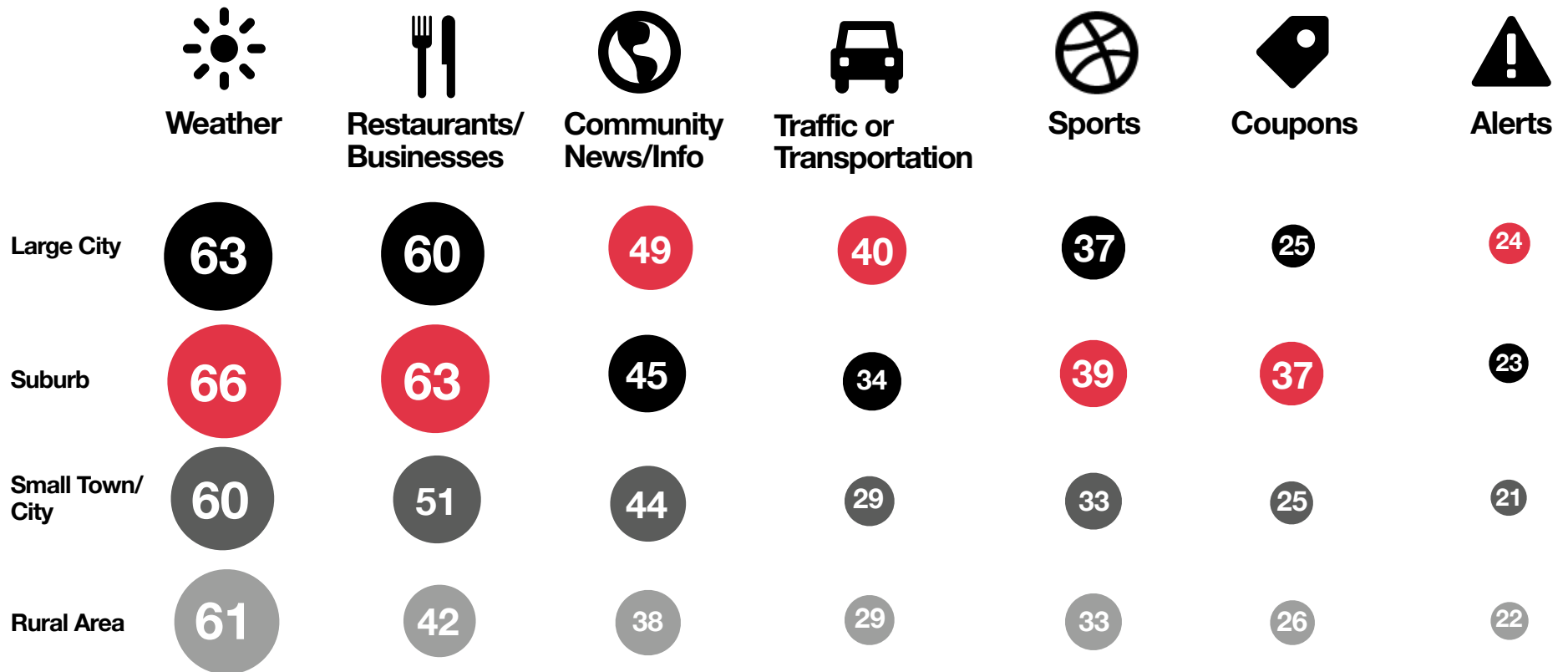
Newspapers
38%



Paper
Magazines
18%

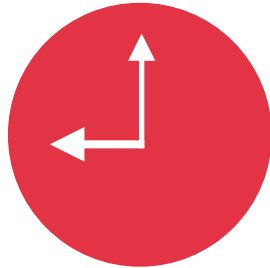
Local News on Mobile

Weather, news, traffic and sports show the highest interest.



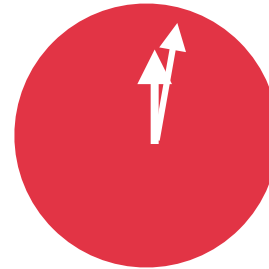
At CNN Digital

Spikes vary by time of day.



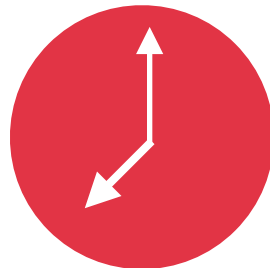
Morning

Mobile Phones. Users wake up and check in.



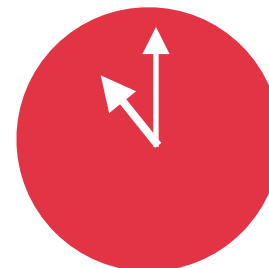
Lunch

Mobile phones. Users take a break from work and check social media.



Evenings

Tablets. Users are in entertainment mode with tablet as primary or secondary device.

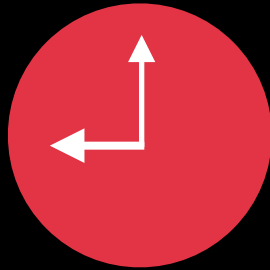


Late Night

Mobile Phones. Users check one last time before bed.

Recommendation

Tailor Your Content to Daypart Behavior.



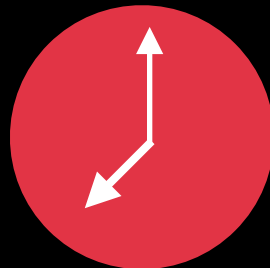
Morning

Give quick facts, short updates, harder news.



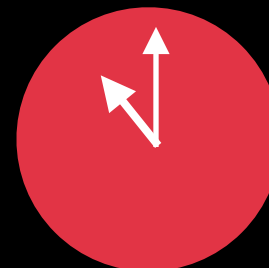
Lunch

Focus on bite-sized news, lifestyle, entertainment and tech.



Evenings

Increase the amount of video and long-form content you offer.



Late Night

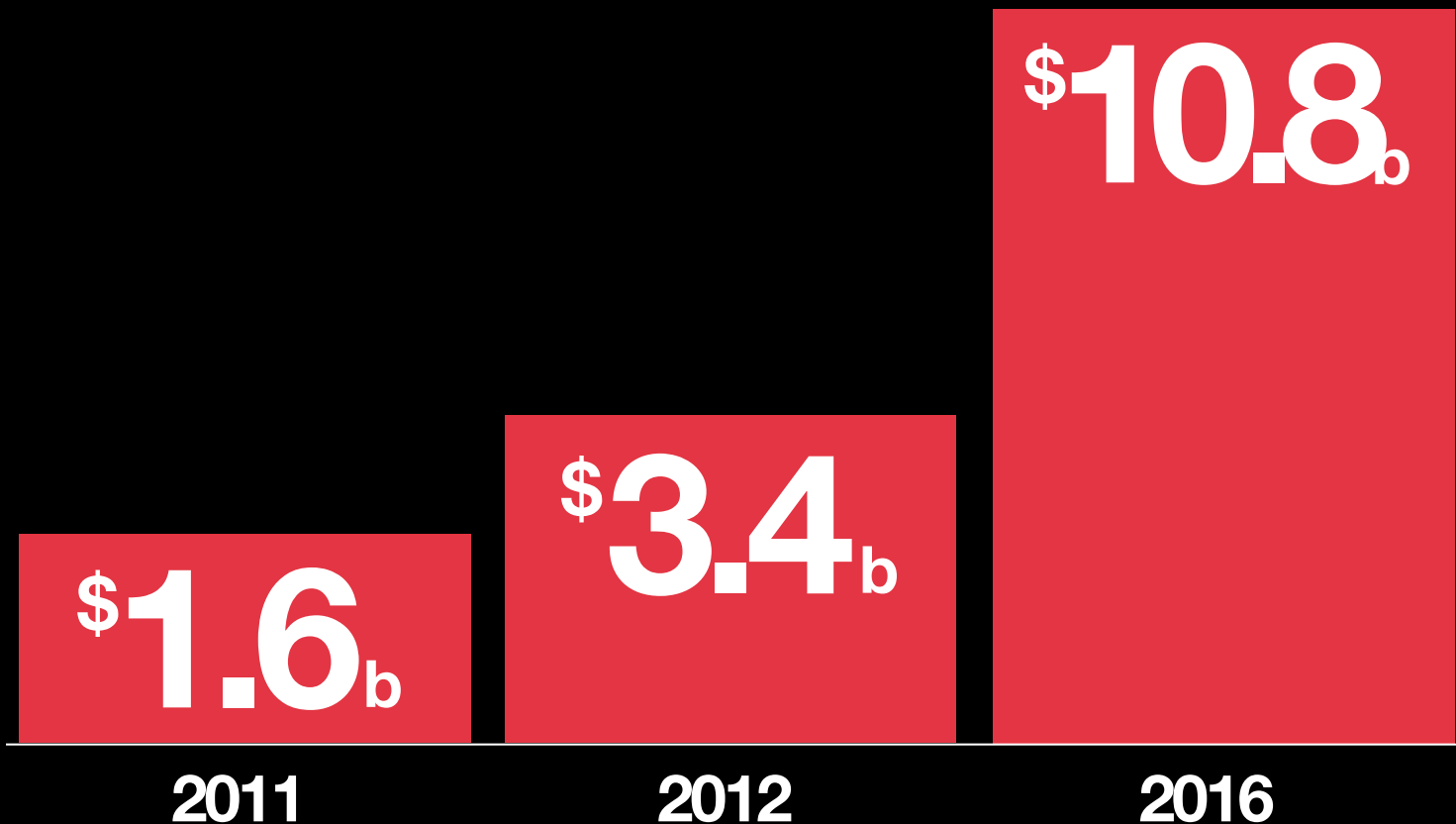
Summarize events of the day. Preview what's ahead tomorrow.

A Few Takeaways

- News consumption is changing:
 - The “**mobile-mostly**” crowd is growing, and will likely be key to growth in future news viewership
 - Many “mobile” users actually **use their devices at home**
 - “**News snacking**” means users check for news more often and more quickly
 - **More tablets = more news**
- Each of these trends will have **editorial implications** for mobile.
- These editorial considerations will be discussed in more depth in Part 3 of this series.

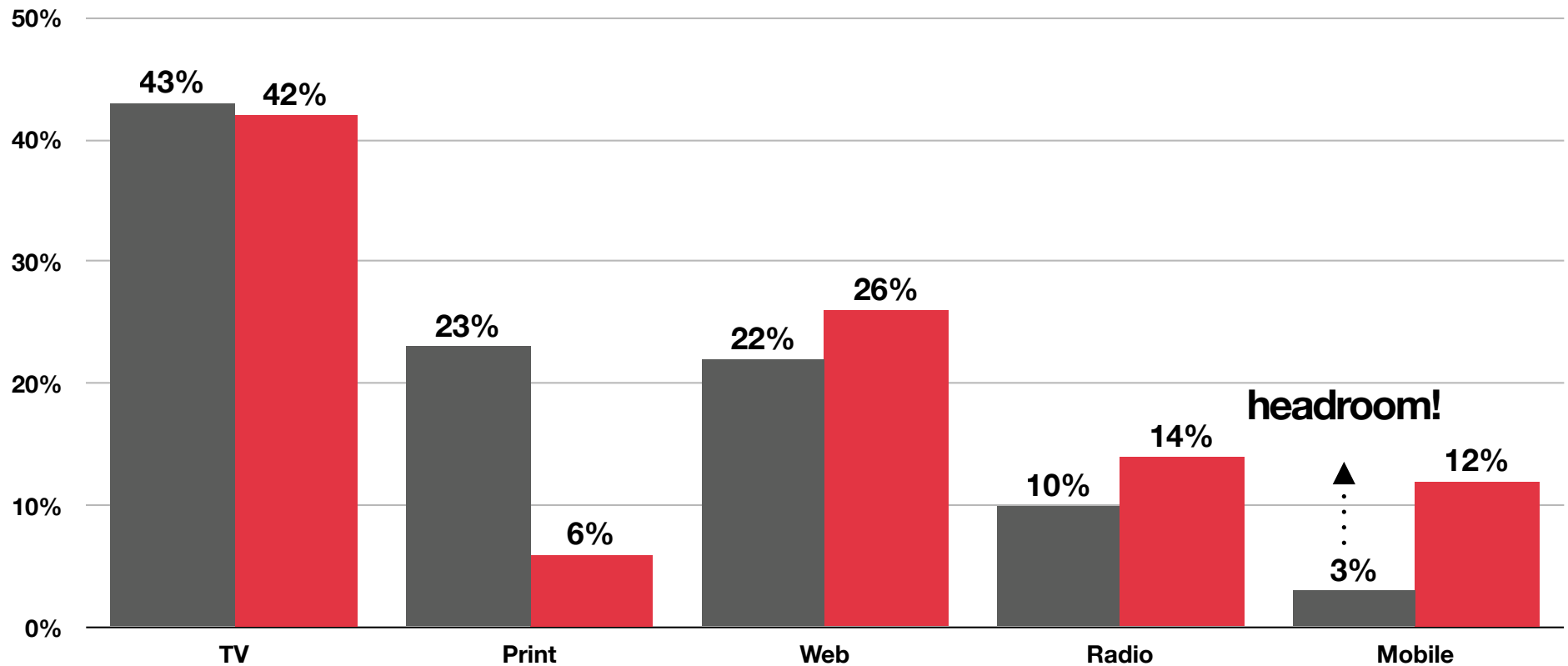
Market is Quickly Growing

In 2012, mobile ad revenues in the US totaled \$3.4 billion, up 111% from \$1.6 billion in 2011. It is predicted to hit \$10.8 billion by 2016.



Why We're Bullish on Mobile

% of Time Spent in Media vs % of Advertising Spending, USA 2012



Source: KPCB, December 2012

■ Ad-Spend/Media ■ Time Spent/Media

Recommendations

1. Take advantage of your local audience

Mobile ads that succeed will relate to the location of the viewer and/or provide an immediate solution to an existing problem. Local publishers are uniquely positioned to take advantage of this.

Example: Lunch hour is typically high traffic for news. Partner with Subway to run mobile coupons from 11am-2pm. Use the phone's geo location to pinpoint the nearest Subway.

Recommendations

2. Focus on coupons

Mobile coupons present a clear opportunity for driving sales. About one in six adults have redeemed a mobile coupon, including more than **20%** of users with a HHI of **\$100K+**. One in four would like to receive offers for local activities on their phone.

And with the future potential of consumers using a mobile phone as a digital wallet, mobile coupons could quickly become the gateway to a mobile payment system.

Recommendations

3. Go after leisure brands

The discounted price for placement of mobile ads (compared to PC ads) makes them attractive to leisure activity brands (local restaurants, theaters, live entertainment, exhibits, etc.) seeking a young, affluent target audience.

Providing a discount and running the ad alongside content attractive and relevant to such an audience should combine to result in effective conversions.

Recommendations

4. Program video with intent

Video commands the highest CPMs and the audience, particularly on tablets, is increasingly watching more and more of it.

Be aware of how you program video. For example, increase the amount of video you offer on the weekends and go after advertisers focused on weekend activities like golf.

Recommendations

5. Bundle and sell cross platform

Identify content, sections, events and verticals that you can offer on print, desktop and mobile. Develop advertising packages that offer them bundled platform sponsorship.

And with responsive design, advertisers do not have to choose between platforms. Their ads will automatically carry to mobile. CNN has seen tremendous success with this approach.

Recommendations

6. Grab the Land Now

Mobile is more about growing your reach right now than making money. Advertising will catch up and you want to have the audience when it does.

News is highly competitive. If you aren't there, someone else will step in and grab your audience.