

**WE'RE  
AT THE  
HEART  
OF IT.**

**In acknowledgment of our affiliate partners who  
have simply made us better at what we do.**

**Thank you.**



**Since launching in 1980, CNN has forged a place of leadership with a global and domestic audience that relies on the World's News Leader to provide them with the finest-quality reporting, programming and up-to-the-minute breaking news available.**

**The breadth and depth of CNN's coverage are unparalleled in the history of the news business. It's been possible in large part due to the unrelenting excellence of the news people who have contributed around the world to keep that collective vision alive.**

**CNN Newsource is the industry's most powerful newsgathering resource, providing local news organizations the compelling content they need to produce a superior product. Behind every Newsource service and product stand the best news people in the business.**

**Our integrity and commitment to our craft are unequaled. We can take you and your audience to places no one else can. We are news people and, in many cases, local news people, just like you.**

**We've got heart, and we're at the heart of the news business.**

# POWER.

“

**WHEN WE WORK WITH CNN, WE FEEL AS IF THEIR RESOURCES ARE OUR RESOURCES.**

”

CNN Worldwide is a global portfolio of two dozen news and information services across cable, satellite, mobile devices and the Internet in more than 200 countries and territories worldwide.

We are the most widely distributed news provider, reaching more than 271 million households abroad.

In North America alone, CNN reaches more individuals on television, the Web and mobile devices than any other news provider. CNN Digital is the No. 1 destination for online news, mobile news and social media.

All of these considerable resources and our compelling content are available to you, seamlessly and on a daily basis, providing you what you need to bring your audience the deepest and richest news product possible.



24  
BRANDED  
NETWORKS

44  
EDITORIAL  
OPERATIONS

4,000  
GLOBAL  
EMPLOYEES

1K+  
WORLDWIDE  
AFFILIATES

CNN news content is available domestically and across the globe to an ever-increasing number of participating partners. This enables news and information services such as broadcasters, newspapers and websites to provide a more compelling news experience for their viewers while they focus on what they do best.

We consistently deliver the deepest and richest blend of live breaking news coupled with superior products and services across any technology platform.

“  
**PARTNERING WITH THE  
WORLD’S NEWS LEADER  
PROVIDES A COMPETITIVE  
ADVANTAGE THAT WE  
OTHERWISE WOULD  
NOT HAVE.**  
”



 **24**  
HR DIGITAL  
DISTRIBUTION

  
**07 LIVE  
DIGITAL  
CHANNELS**

  
**11 DOMESTIC  
BUREAUS**

 **33**  
INTERNATIONAL  
BUREAUS

# PURPOSE.

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**THEY KNOW WHAT IT TAKES TO SUCCEED IN THIS BUSINESS.**

”

By partnering with CNN Newsource, our customers are assured of three things.

1. They will **NEVER** miss a story.
2. They will **DRIVE** new revenue opportunities.
3. They will **REALIZE** meaningful cost savings.

Newsource is set up as a service organization, and we take great pride in that. When the phone rings, it doesn't matter if it's Boise or New York calling, our job is to provide each and every customer with the same level of respect, professionalism and attention.

Across the country, throughout the entire daily news cycle and on every available technology platform, Newsource elements are used to create a richer blend of content for our affiliates. We help provide local viewers the news they're looking for and, in doing so, we create a competitive advantage for your news organization.



“  
**IT'S LIKE HAVING ANOTHER  
WHOLE NEWSROOM AT OUR  
DISPOSAL.**  
”



**24/7/365**  
**AFFILIATE RELATIONS**  
**REGIONAL COVERAGE**

#### **AFFILIATE CONTENT CENTER**

The CNN Affiliate Content Center is unmatched in regional newsgathering. Our staff works directly with our affiliate clients 24/7/365 to generate more quality content than any other network news service.

- We're experts in your region. Each ACC team is dedicated to a territory, so we thoroughly understand the region and its nuances.
- We've got the largest newsgathering network. The ACC brings in more regional news than any other news service, often by 3 or 4 times.
- We've walked in our clients' shoes. Many of us have been local news professionals ourselves.
- We're committed to our relationship. You're partnered with a team who knows you and is dedicated to your needs.



#### **VIDEO AFFILIATE NETWORK**

At CNN Newssource, we've created a great opportunity for Newssource clients to earn additional advertising revenue using digital video content.

The CNN Video Affiliate Network is a powerful new digital video syndication platform focused exclusively on providing our partners quality video content from CNN and trusted local news providers. Our network combines the scale of CNN with our unparalleled affiliate relationships to bring our customers premium reach and ad revenues for all of their news content.

By combining the power of the CNN brand, our industry-leading advertising sales and the reach of our network, CNN can generate higher-quality CPMs and advertisers for our affiliates' news content.

“  
**THEY PROVIDE US BETTER  
SERVICE, CONTENT, VARIETY  
AND QUICKER TURNAROUNDS  
ON BREAKING NEWS.**  
”

“

**THEIR LIVE SERVICES EXTEND  
OUR REACH IN WAYS THAT  
WOULD NOT BE FEASIBLE  
OTHERWISE.**

”

#### **CNN DC PRODUCTIONS**

We are your DC Newsroom. Our DC Productions facilities offer premium access and affordability to your local coverage inside the Beltway. We help you turn the local spotlight onto national issues, delivering prime locations adjacent to Capitol Hill, an experienced production staff and a state-of-the-art facility and distribution options. We localize national coverage by helping you offer your viewers access to the issues that matter to them most.

#### **TRANSMISSION SERVICES**

With CNN Newssource transmission services, you get the windows you need faster, and for less. As the World's News Leader, we have tremendous bandwidth, and those efficiencies are available to you whenever and wherever you need them. And, as an affiliate, our services are available to you at discounted rates.

#### **LIVE SERVICES**

With Newssource Custom Live we provide live shots around the biggest stories of the day. Day in and day out. We can help take your viewers to the scene with our easy-to-book windows, talkback Q&As and experienced CNN correspondents, without the cost and logistical challenges of sending your own crew. We help make the story matter from a local perspective, providing your viewers the most comprehensive live coverage possible.



WHO'S  
THE **WE**  
IN WE'RE  
AT THE  
HEART  
OF IT?



## PEOPLE.

**596** TWEET ALERTS  
PER WEEK



“CAN I GET SOME  
CIVIL WAR FOOTAGE?”  
DIFFICULT AFFILIATE REQUEST TO FULFILL



**300** STORIES  
TURNED AROUND PER DAY

**84.9%**  
OF OUR STAFF IS  
NOT IN IT FOR  
THE \$\$\$\$\$\$

**COCONUT  
ISLAND**  
MOST REMOTE  
FIELD ASSIGNMENT

**600** EMAIL  
ALERTS/  
MONTH



**3 OUT OF 4** OF US  
HAVE WORKED  
IN LOCAL NEWS



**10.56**  
AVERAGE YEARS

**500+**

 TOTAL YEARS  
IN THE NEWS  
BUSINESS

“I'M KIND OF A BIG DEAL”

FAVORITE RON BURGUNDY QUOTE

# PRODUCT.

“

**THEY NOT ONLY PROVIDE US THE STORIES THAT ARE CURRENT, BUT WHAT THEY'RE CHASING AS WELL.**

”

## CORE SERVICES

At the heart of our core services is an understanding that each local news market has its own particular dynamics. Based on this, we've developed popular products and services that are custom designed to support our local partners in their individual markets.

For instance, our AM, PM and Weekend rundowns were created to help producers stack a show in real time. With our market-exclusive products, we offer custom, localized live shots around key topics like money, politics and trends that are attractive to sponsors and advertisers.

We have seven live channels, offering 24/7 coverage of breaking news and live events, complete with custom calendars to help producers plan their daily newscasts. On the digital side, we deliver referral Web traffic to our affiliates' sites from CNN.com on selected stories.



“

**THERE IS TREMENDOUS VALUE  
IN THE VAST AMOUNT AND  
VARIETY OF CONTENT THAT  
NEWSOURCE OFFERS US.**

”

#### **CNN DIGITAL SERVICES**

At CNN, we understand what you need to build a differentiated local news presence across all platforms, whether digital or broadcast. The CNN Wire provides you with the critical stories and photos you need. You'll have access to the same content that powers CNN.com, the No. 1 TV and mobile news site and the most followed news brand on social media, supported by 45 domestic and international editorial operations and more than 4,000 employees worldwide.

CNN also offers several video services to fill your digital platforms with compelling content. For focused content, CNN Select provides you with the top 20 stories each day, including video, photos and text. For a complete video content experience, licensing the CNN Newsource package allows you to distribute unlimited plug-and-play digital content across all platforms.

As a Newsource client, you can participate in the Video Affiliate Network. With the VAN, you get a wide selection of curated digital videos from CNN and our news partners that you can monetize using our premium distribution network.



**At CNN Newssource, we're committed to the success of our local news partners.**

**Our goal is to consistently provide you with the finest-quality products and services possible. Our organization is designed around a deep understanding of the local news environment, and this allows us to make intelligent and informed decisions in providing you the competitive advantage you need.**

**By partnering with the World's News Leader, our global and domestic resources become yours, 24/7/365. So let us take you where no one else can.**

**Let's get to the heart of it.**

