

In the mid 1990s, Brian Cury invented one of the first live online streams, placing a camera in the heart of Times Square as a way to virtually transport people to one of the most popular and recognizable landmarks in the world. His business fast became a tool used by tourism, construction, transportation and media organizations, now billing itself as the place where "the world watches the world." Using DSLR high-definition cameras and 4K streaming video, EarthCam allows people to discover and explore places they may never be able to see otherwise.

EarthCam provides hardware, hosting services and technology to support clients such as CNN. Thanks to an arrangement between CNN and EarthCam, NewsSource can access EarthCam content, including 15 live streaming cameras with 24/7 uptime. Located across the world in highly active, interesting locations, these feeds and other EarthCam content will support local coverage plans. Let's explore six ways local news organizations can use EarthCam:

6 WAYS EARTHCAM CAN BOOST YOUR COVERAGE



1 Go where other cameras can't

By special permission, EarthCam has multiple cameras on the torch balcony of the Statue of Liberty, offering a point-of-view from a location that has been closed off to visitors since 1916. Similarly, in order to install a camera in the Washington Monument for a one-of-a-kind view, EarthCam engineers worked for more than a year to design a non-intrusive system that has zero impact on the stone structure. A camera also captures a unique angle of people at the famous Abbey Road crossing in London, thanks to EarthCam's relationship with Abbey Road Studios.



ABBEY ROAD

2 Always get the weather shot

Weather has constituted a large part of EarthCam's growth, particularly within the media industry. A variety of weather feeds are available, from coastal shots to storm vantage points to sky-high views. EarthCam can help local journalists keep an eye on places where weather could get dangerous, always ensuring they get the shots they need regardless of the conditions.



LAKE MICHIGAN

3 Expand your footprint with live feeds

CNN's partnership with EarthCam provides NewsSource with 15 live stream feeds – 10 locations in the U.S. and five international. These real-time views can make great bump shots, as they can safely be cut to at any time since they are up 24/7. You can also use these feeds during special events such as New Year's Eve in Times Square, Mardi Gras in New Orleans, St. Patrick's Day in Dublin, Ultra Music Festival in Miami and more, as well as within packages, to provide the impression of a wider footprint without the expense of sending a crew.

6 Use time-lapse movies to feature key local landmarks

Documenting construction projects is a large part of EarthCam's core business. Media organizations can use the time-lapse movies created from these cameras to help tell stories, by showcasing the progress of a key local landmark or a national place of interest. One example is the re-building of One World Trade Center, in which EarthCam installed a camera days after the attacks to document the construction efforts and used this footage to develop a beautiful, stirring montage of the project. Time-lapse photography of the construction of the Oscars red carpet stage was also developed and offered to CNN NewsSource clients during the Oscars season. There are many construction projects underway across the U.S., with EarthCam cameras, such as the Atlanta Braves SunTrust Park, Minnesota Vikings U.S. Bank Stadium, Stanford University, Dallas/Fort Worth International Airport, The San Francisco-Oakland Bay Bridge and many more.

To find out what EarthCam projects are in your area, reach out to the NewsSource Live Desk at nslive@turner.com or 404.827.2915.



ONE WORLD TRADE CENTER

TIME LAPSE: [HTTP://CNN.IT/1LVA1E](http://CNN.IT/1LVA1E)



STATUE OF LIBERTY



OSCARS RED CARPET STAGE CONSTRUCTION

TIME LAPSE: [HTTP://CNN.IT/1IGQJRD](http://CNN.IT/1IGQJRD)



MYRTLE BEACH, SC

4 Be in the right place at the right time

When news breaks, EarthCam's cameras might just happen to be in the right place at the right time, potentially saving local news organizations the cost of sending a crew to the scene. When American flags on the Brooklyn Bridge were replaced with bleached white banners, EarthCam cameras were able to support the investigation by capturing parts of the scene. When window washers at 1 World Trade Center dangled from a malfunctioning rig, EarthCam caught the footage for the world to watch the nail-biting rescue.



WINDOW WASHERS AT ONE WORLD TRADE CENTER



LIGHTNING



BROOKLYN BRIDGE

LOCATIONS OF CNN'S 24/7 LIVE CAMERAS**

- REGIONAL**
- TIMES SQUARE**
URL = <http://cnn.it/1VtAmPV>
 - HOLLYWOOD BOULEVARD**
URL = <http://cnn.it/1JzTEhi>
 - CHICAGO SKYLINE**
URL = <http://cnn.it/1UppGdF>
 - NEW ORLEANS (BOURBON STREET)**
URL = <http://cnn.it/1PIYlaa>
 - SEASIDE HEIGHTS, NJ**
URL = <http://cnn.it/1EvGPWc>
 - STATUE OF LIBERTY**
URL = http://www.earthcam.com/usa/newyork/statueofliberty/?cam=liberty_hd
 - SEDONA, AZ**
URL = <http://cnn.it/1Llaawl>
 - MYRTLE BEACH, SC**
URL = <http://cnn.it/1igrU3w>
 - MIAMI BEACH, FL**
URL = <http://cnn.it/1Ezexec>
 - SEATTLE SKYLINE**
URL = <http://cnn.it/1Q6mnrw>
- INTERNATIONAL**
- AMSTERDAM**
 - TRANSYLVANIA**
 - DUBLIN**
 - RIO DE JANEIRO**
 - HAMBURG**



TIMES SQUARE



NEW ATLANTA FALCONS STADIUM



NEW ORLEANS (BOURBON STREET)

In 2016, more excitement is on the way, thanks to EarthCam's partnership with the U.S. National Park Service. To celebrate the upcoming National Park Centennial, EarthCam will deliver the "windows into America's story" by placing 100 cameras in various locations across U.S. National Parks. Beautiful shots are expected to emerge from this initiative next year.

How can CNN NewsSource and EarthCam help you? If you have a specific "ask" about EarthCam live streams or time lapse shots, reach out to us at nslive@turner.com or 404.827.2915. We'd love to hear how we can help you tell your stories.

About CNN NewsSource

CNN NewsSource brings a deep understanding of the local news environment. We are committed to the success of our local news partners, and we strive to deliver new, innovative ideas and solutions for their business. To learn more about our news services, visit cnn.com/newsSource.

About EarthCam

EarthCam is the global leader in providing webcam content, technology and services. Founded in 1996, EarthCam provides live streaming video, time-lapse construction cameras and photography documentation for corporate and government clients in major cities around the world. EarthCam leads the industry with the highest resolution cameras available, including the world's first outdoor gigapixel panorama camera system. This patent-pending technology delivers superior billion pixel clarity for monitoring and archiving important projects and events across the globe. In 2014, EarthCam documented \$151 billion of construction projects. The company is headquartered in Northern New Jersey and maintains 12 additional offices worldwide.

Projects documented by EarthCam include: 9/11 Memorial Museum, Atlanta Falcons' Mercedes-Benz Stadium, Barclays Center, Statue of Liberty and Washington Monument Restorations, New NY Bridge, LaGuardia Airport, The Kingdom Tower, Panama Canal Expansion, Smithsonian Institution Restoration, Brickell City Centre, Minnesota Vikings' U.S. Bank Stadium, San Diego New Central Library, Qatar Rail, Whitney Museum of American Art, Louvre in Abu Dhabi, Levi's Stadium and National Museum of African American History and Culture.

EarthCam Credit Requirements

- EarthCam watermark remains on the video; is not removed, covered, cropped or altered
- If a graphic, etc. obscures the watermark, an on-screen courtesy should be given to EarthCam
- Verbal mention of EarthCam, i.e. "this is a live look from our/an EarthCam", "beautiful view thanks to EarthCam", etc.

Learn more about EarthCam's innovative solutions at <http://www.earthcam.net>

**Note: CNN has exclusive live feeds from these 15 locations. The links included inside this piece are the public camera links. For access to the private feeds, contact the NewsSource Live Desk at nslive@turner.com or 404.827.2915.