

VIDEO AFFILIATE NETWORK (VAN)

POWERFUL VIDEO CONTENT. FLEXIBLE TECHNOLOGY. REVENUE SHARE MODEL.

Built by CNN, the world's digital news video leader, this is the one-stop digital video syndication platform that is built with newsrooms and digital news publishers in mind. We lead with what's most important to you: **great content by trusted news publishers.**

CNN NewsSource's Video Affiliate Network (VAN) is a powerful digital video syndication network focused exclusively on quality news and lifestyle video from CNN and trusted affiliates. Our network combines the scale of CNN, along with our unparalleled footprint of 1,000+ affiliates, to bring our affiliates premium reach and advertising revenue for their content.

WHY PARTICIPATE?



COMPELLING CONTENT

Built for news publishers, VAN is the industry's best source for news video. From breaking news to the big headlines of the day along with entertainment, business, lifestyle and viral video, nobody does it better. Our platform draws from CNN and over 1,000+ affiliates, with the best trending stories specially curated for easy publishing.



FLEXIBLE TECHNOLOGY

Our HTML5 player features responsive design, high-definition video, fast player load time, quick delivery of video content, and compatibility with various browser and advertising specs.



GENERATE REVENUE

Generate revenue by adding monetized video from VAN to all of your articles and sections.



EXCLUSIVE ACCESS

VAN is exclusively available to CNN NewsSource affiliates and select distribution partners. Content is always protected within a premium environment.



EASY TO USE

The VAN dashboard is intuitive and easy to use. Discover great content across multiple categories and quickly embed videos into existing articles or publish automated feeds on your section fronts.



METRICS

Track your video performance with 24/7 video analytics.

HOW IT WORKS

CNN Newsource curates content from CNN, local affiliates and select content partners. CNN Newsource sells advertising against this video inventory and shares revenue with participating affiliates. The more VAN video published, the more revenue earned.

VAN Editorial

Curates content from CNN, local affiliates and select content partners for easy discovery and publishing

Newsroom Ad Sales

Bundles and manages all available inventory into a national network to sell to national advertisers

VAN Publishers

Publish VAN video across website and generate revenue

Content From:



1000+ Local News & Trusted Affiliates

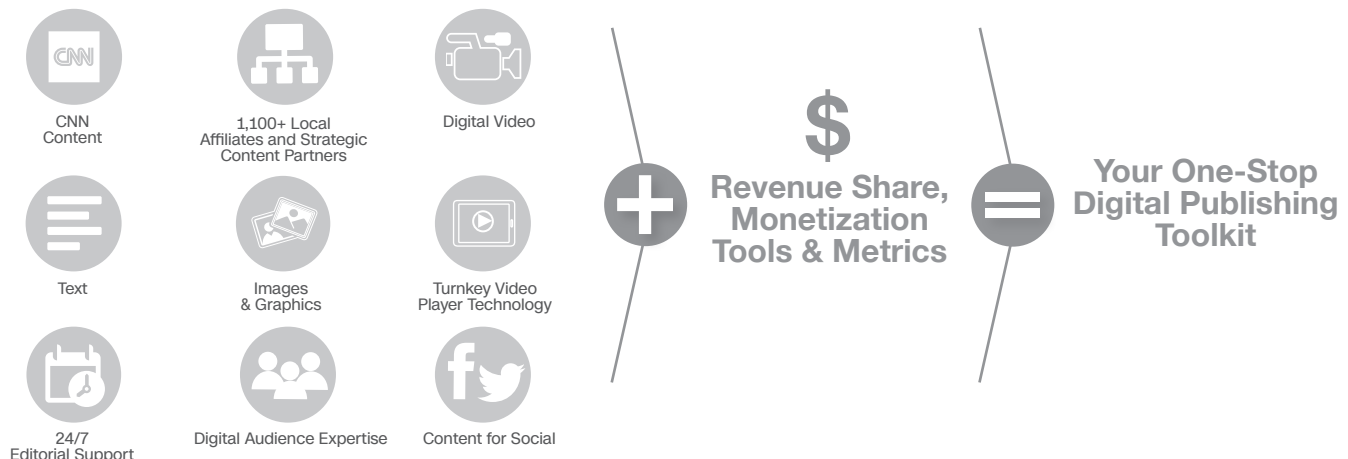


Newsroom Ad Sales



VAN is available exclusively for CNN Newsource affiliates and select distribution partners. VAN video is continuously updated and curated with content that cover the big stories each day across news, lifestyle and entertainment. VAN affiliates generate revenue by publishing VAN video across their website (pre-sold by CNN Newsource) as well as distributing their own video content through the VAN platform. VAN's flexible video player and technology platform offers a variety of options for publishing, distribution and content management. Affiliates also have access to Newsroom expertise on best practices for optimal performance and monetization.

VAN is a part of a comprehensive suite of digital offerings from **CNN Newsource Digital**, an affordable, end-to-end solution built for digital news publishers.



Participate in the VAN and start earning revenue TODAY.

To get started, contact newsroom@cn.com Visit cn.com/newsroom