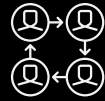




Content from CNN
newsgathering worldwide



Network of 1,100+
newsgathering partners



Newssource Newsgathering Desk
- regional experts dedicated to
serving our local news affiliates



Compelling content for
ALL your platforms

CNN NEWSOURCE AT A GLANCE

**WITH
CNN
NEWSOURCE
YOU WILL:**

**Never Miss a Story
Drive New Revenue
Save Time and Money**

NEWSOURCE

“It's like having another whole newsroom at our disposal”

LIVE, BREAKING:

- News video from CNN and 1,000+ affiliates
- Seven 24/7 live channels with Video-over-IP options
- Daily generic live shots available

REGIONAL EXPERTISE:

- Dedicated newsgathering for your market
- Multiple rundowns: AM, PM, Weekend

TOPICAL CONTENT:

- Daily topical content: health, business, tech & more
- Ready-to-sponsor franchise packages

EASY WORKFLOW:

- Industry-leading content delivery portal
- Server-based and feed ingest options

NEWSOURCE DIGITAL

“There is tremendous value in the vast amount and variety of content that Newssource offers us”

DIGITAL CONTENT:

- Breaking, topical and viral stories of the day
- Embeddable videos for all your digital platforms
- Text and photos from CNN Wire

EARN REVENUE:

- Videos with pre-sold ads and revenue share
- Earn as content publisher and producer
- Drive traffic through cnn.com referral links when your local story is picked up

MORE ENGAGEMENT:

- Live streaming of select events for your digital and social
- Our experts curate the best digital videos, saving you time

NEWSOURCE CUSTOM SERVICES

“Their live services extend our reach in ways that would not be feasible otherwise”

URGENT, IMMEDIATE COVERAGE:

- Custom live shots on the scene of breaking & developing news
- Flexible pricing: buy in bulk or a la carte
- Save \$ on transmissions

MARKET EXCLUSIVITY:

- Custom, market-exclusive live services: Money Matters and RunningMate (election years)

YOUR DC NEWSROOM:

- White-glove production services from CNN's DC bureau
- Prime locations for your reps and guests

MORE COVERAGE:

- Custom drone footage from CNN Air
- Spanish-language available
- Archive footage upon request

