



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.



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.



MAXIMIZE REVENUE

Maximize revenue by optimizing the power of VAN. Utilize our publishing flexibility to add VAN video to all of your articles and sections. VAN inventory can be monetized with advertising placed by CNN Newsource ad sales, or by your local sales team.



EXCLUSIVE ACCESS

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



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.



METRICS

Track your video performance with 24/7 video analytics.

HOW IT WORKS

Partner with the leader in breaking news

CNN VAN offers a wide variety of topical videos, curating 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

Newsource Ad Sales

Bundles and manages all available inventory into a national network to sell to national advertisers, supplementing your local ad sales efforts

VAN Publishers

Publish VAN video across website and generate revenue

Content From:



**1000+
Local News &
Trusted Affiliates**

Newssource Ad Sales



VAN

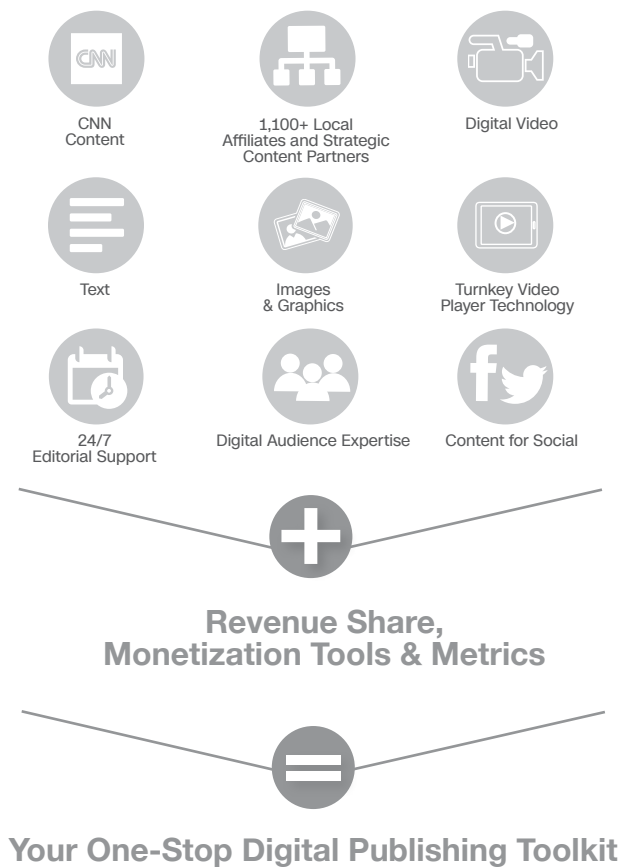


“There is tremendous value in the vast amount and variety of content that Newsource offers us”

VAN is available exclusively for CNN Newsource affiliates and select distribution partners.

VAN video is continuously updated and curated with content that covers the big stories each day across news, lifestyle and entertainment. Affiliates generate revenue through inventory created by publishing VAN video across their website. VAN inventory can be monetized with advertising from your local sales team and CNN Newsource ad sales. You can also generate revenue by distributing your own video content through the VAN platform.

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 [cnn.com/newsource](https://www.cnn.com/newsource) or email us at newsource@cnn.com