

# INSIGHTS

Welcome to the latest edition of CNN Newsource Insights



## IN THIS EDITION

### COMING SOON: New features for [cnnnewsource.com](http://cnnnewsource.com)

New live channel features enable easier monitoring.

### Attracting the Next Generation of News Consumers

A look at challenges and best practices to reach the largest generation in American history.

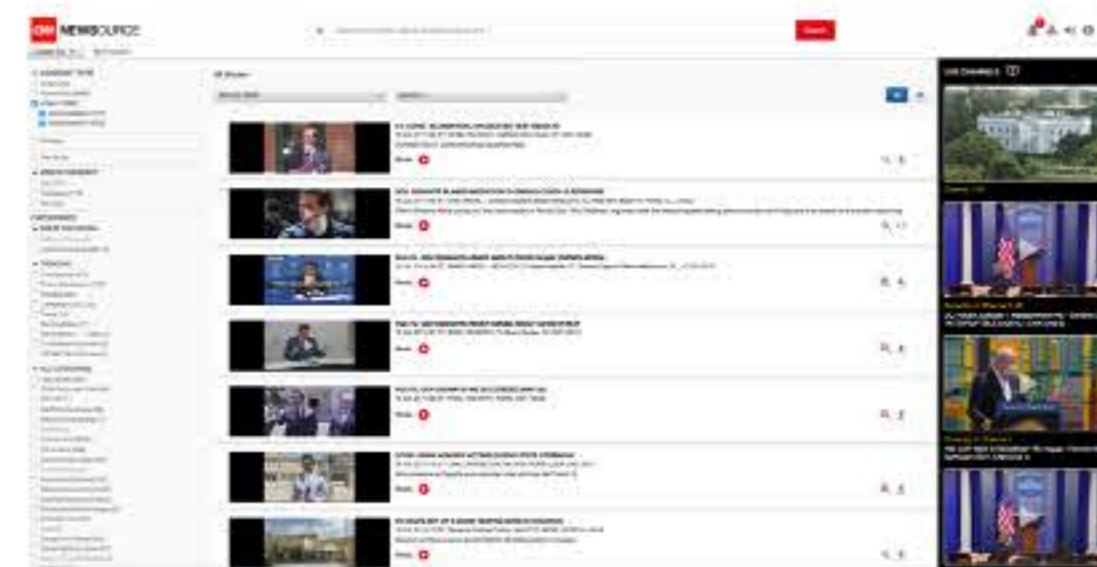
### Sell Your Own ads in VAN to Earn Revenue

Publish VAN video and sell ads to generate inventory and attract advertisers.

## COMING SOON: Live Channel Frame Grabs & Pop-Out Window in the CNN Newsource Website

The live channels in the Newsource website will soon show frame grabs from the live events playing on each channel. These frame grabs will refresh every few seconds to give you a better idea of what is currently showing.

In addition, you will be able to open all live channels into a new browser window to allow for easier monitoring on a second or third monitor. Just click on the "+" sign at the top of the live channel panel on the right side of the website, and a new window will open.



## Attracting the Next Generation of News Consumers

The first generation of truly digital natives is expanding, accounting for 40 percent of global consumers. News organizations are working to remain relevant amid the distractions of digital media. We examined who they are and how to appeal to this emerging audience. [View here.](#)

We'd love to know how you are adjusting to reach younger audiences. Tweet [@CNNNewsource](https://twitter.com/CNNNewsource). We'll share best practices that emerge!



## NEW! Sell Your Own Ads in VAN for Higher CPMs

CNN Newsource's Video Affiliate Network (VAN) is a powerful digital video syndication network that combines the scale of CNN with our unparalleled footprint of 1,000+ affiliates, to bring quality video content, premium reach, and advertising revenue to our affiliates.

Publishers now have the opportunity to include their own locally sold ads in VAN inventory on their site, to maximize revenue opportunity. Check out these resources to learn more:

- [General VAN Overview](#)
- [Maximize Revenue with VAN](#)

**MAXIMIZE THE POWER OF VAN WITH LOCAL ADVERTISING**



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