



**NEWSOURCE**

We're at the heart of it.



**SERVICE  
OVERVIEW**

## **OUR RESOURCES ARE YOUR RESOURCES.**

CNN Newsource offers you an unparalleled global reach. An unmatched regional newsgathering footprint. And unrivaled client service.

As the world's news leader, CNN provides local news organizations with the products and services they need to help them compete and win in their local markets – across all platforms. With 36 domestic and international editorial operations, and more than 1,000 local news partners in our network, CNN Newsource is the industry's most powerful newsgathering resource, and North America's most widely-distributed syndicated news service.

So, partnering with CNN Newsource delivers far more than just unparalleled breaking news coverage and targeted content to support all of your programming. Your regional newsgathering partners at CNN Newsource work in the trenches with you – to support you as news develops, to collaborate with you on key stories and to gather the news that matters most to your audiences.

**We're here for you 24/7.**



# WHAT IS CNN NEWSOURCE?



CNN Newsource is the industry's most powerful newsgathering service, providing local news organizations the content needed to produce compelling news across all platforms. By choosing to partner with us, our affiliates receive:

- Live, breaking news video from CNN and 1,000+ local news partners
- Regional newsgathering teams dedicated to serving you
- Daily topical news across multiple categories such as business, health, technology, entertainment and more
- Eleven live channels displaying key live events 24/7, with Video-Over-IP (VoIP) options available
- Daily generic and custom (\$) live shots available for breaking news and trending stories
- Ready-to-air franchise packages attractive to sponsors, including Health Minute, Consumer Watch, Take a Look at This and more
- Specialized rundowns curated by CNN editors for your AM, PM and weekend shows
- Flexible content delivery options, including an industry-leading website, server-based ingestion and RSS feeds
- Comprehensive digital news solutions and custom, market-based live and production services are also available



# WHY PARTNER WITH CNN NEWSOURCE?

## Never Miss a Story

- **Partner with the leader in breaking news.** With two dozen branded networks and as the #1 online news destination across platforms, CNN consistently offers the richest blend of live breaking and topical news.
- **Access the largest newsgathering footprint in the market.** CNN has 1,000+ news partners across broadcast, radio, newspaper and digital. Our regional newsgathering team brings in more regional news than any other network, often by 3 or 4 times.
- **We understand your market.** CNN Newsource's dedicated regional desks are the industry's most comprehensive newsgathering service.
- **More live news.** Our affiliates get 24/7 live, breaking news coverage via eleven live channels along with expanded Video-Over-IP (VoIP) options. Daily generic and custom live shots are also available.

## Power Your Platforms

- Get broadcast-ready video including live and breaking news, multiple daily packages driven by the news cycle, and regular sponsor-ready franchise pieces (Health Minute, Consumer Watch and more).
- Fill your digital platforms with the top trending stories each day, curated by our expert team and delivered directly to your inbox. Digital videos are paired with text stories and images for a total publishing solution.

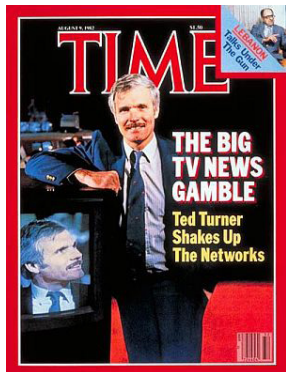
## Save Time + Money

- **Maximize your time.** The industry-leading Newsource website saves time by bringing all available content into one place, including server-based ingest and RSS feeds. Additionally, Newsource offers easy, one-click video publishing across your platforms via a simple embed code.
- **Increase your purchasing power.** Access CNN's discounted rates on live and transmissions services. Our scale, along with our business and technology expertise, can help you run your business more efficiently.

# ABOUT CNN NEWSOURCE



“They provide us better service and content, with quicker turnarounds on breaking news.”



## CNN Newsource has been serving local affiliates for 30+ years

CNN Newsource opened in 1987, seven years after CNN was launched. Since then, CNN Newsource has evolved its live on-air methods of distribution, and content to stay at the forefront of how consumers want their news.

The one thing that has never changed is our focus on our affiliates. Across the country, through the entire daily news cycle and on every available platform, CNN Newsource elements are used to create a richer blend of content for our affiliates.

# WE UNDERSTAND LOCAL NEWS

We've walked in our clients' shoes. Many of us have been local news professionals ourselves. By partnering with CNN Newsource, you will have a dedicated team who knows your business and your particular market dynamics.



## Get Started with Newsource

To learn more about CNN Newsource and whether it's right for you, visit [cnn.com/newsource](http://cnn.com/newsource) or email [newsource@cnn.com](mailto:newsource@cnn.com)