



CNN NewsSource Digital
**is the affordable,
one-stop solution for
digital news publishers.**

Never miss a story thanks to CNN's worldwide newsgathering and our 1,000+ local news partners. 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.



CNN NEWSOURCE DIGITAL

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Work with a partner who understands all the challenges and opportunities in digital news publishing.



At the Heart of CNN Newsource Digital:

- CNN's 36 domestic and international bureaus and more than 3,000 employees worldwide.
- An unmatched newsgathering footprint from CNN and our network of 1,000+ local news partners.
- Wire service featuring text, images, digital video and graphics on breaking news and topics your audience reads – such as business, money, technology, health, entertainment, travel and more.
- Digital video delivered through our turnkey video player, with the opportunity to sell your own local ads.
- Flexible publishing options to streamline your workflow, from one-click embeds to RSS feeds you can curate or “set and forget.”
- A dedicated digital team solely focused on helping you optimize your digital services. We understand the drivers of your business such as site traffic and audience engagement, so we can provide content and a level of service you won't find elsewhere.
- Drive new traffic and audiences to your website by pitching local, in-market coverage of big stories for inclusion on CNN.com. Send your text stories and images for inclusion in CNN Newsource regional wires.

A vertical photograph on the left side of the page shows two firefighters in a blue aerial bucket. They are positioned against a background of thick, billowing white smoke. One firefighter is holding a hose that extends towards the left edge of the frame. The scene is dramatic, with the firefighters silhouetted against the bright smoke.

WHY CNN NEWSOURCE DIGITAL?

Compelling content.
Expert curation.
Easy to use.

1. Leading integrated, turnkey digital publishing solution.

CNN Newssource Digital delivers video, text, images, graphics and more from one easy-to-use source. Breaking news, viral content and powerful video curated specially for digital platforms that will help you draw repeat traffic to your sites.

2. Digital expertise. Newsroom support. 24/7.

The CNN Newssource Digital team curates the day's best content based on the latest social trends and audience analytics, delivering it right to your inbox. Our real-time affiliate advisories and tweets help you stay on top of breaking news and trending stories. As our affiliate, you benefit from having the power and reach of CNN as your extended team of editorial and digital experts.

3. Wide variety of content.

You're the expert on your local market. Let CNN Newssource provide additional content to round out your offerings. We deliver the "news you need to have." CNN is the leading source for national and international coverage, and other popular categories such as money, technology, entertainment, health and more. And our focus on digital-first storytelling means we are helping you engage younger audiences.

4. Publishing is simple.

CNN Newssource Digital offers several ways to streamline your publishing workflow. One-click embed codes, along with curated "stories" (e.g., video paired with text story), save you time. Select from multiple RSS feeds to get content directly into your customer management system (CMS), including "set it and forget it" feeds with continually updated content. Digital rights management are included within our video player, and new stories are suggested upon individual video expiration.

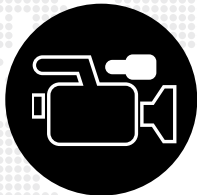
5. Expand your reach.

Grow your audience by syndicating your content through CNN's network of 1,000+ local news partners. And expand your advertising inventory by placing your local ads against our premium digital video inventory (with CNN backfill option).

WHAT YOU GET WITH **CNN** **NEWSOURCE DIGITAL**



Turnkey Video
Player
Technology



Digital
Video



CNN
Newsgathering
Worldwide



Text



Images & Graphics



1,100+ Local
News
Partners



24/7
Editorial
Support



Digital
Audience
Expertise



Premium
Inventory for
Local Ad Sales

