

# CNN NEWSOURCE

## AN EXTENSION OF YOUR NEWSROOM

### Our resources are your resources

Across the world, throughout every news cycle and on all platforms, CNN Newsource helps local news providers tell their stories.

With more than 30 domestic and international editorial operations, and 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.

Partner with us.  
Save time and money.  
Expand your newsroom  
to include unparalleled  
regional newsgathering,  
breaking news coverage,  
and global reach.



### Never miss a story

**Partner with the leader in breaking news.** Get live, breaking news content for all your platforms from the world's news leader and 1,000+ local newsgathering partners. Our expansive footprint means more assets for the stories that matter in your market.

**Access the largest newsgathering network.** Our regional newsgathering team brings in more regional news than any other network, often by 3 or 4 times.

### Leverage regional newsgathering teams

**dedicated to serving you.** We've walked in our clients' shoes. Many of us have been local news professionals. We know your business and your market dynamics. Let us serve you with curated top stories of the day in our portal, in addition to daily, topical news across categories such as business, health, and entertainment.

#### Breaking, Live Coverage

- News video from CNN and 1,000+ local partners
- Eleven 24/7 live channels with satellite and Video-over-IP
- Custom live shots on the scene of breaking & developing news
- Daily generic live shots

#### Regional Expertise

- Dedicated newsgathering for your market
- More regional news than any other network, often by 3-4x

#### Topical Content

- Daily health, business, tech & more
- Ready-to-sponsor franchise packages
- Free daily live shots on news-adjacent topics
- Content for all your digital platforms

#### More Coverage

- Custom, live, market-exclusive Money Matters and Running Mate
- White-glove service from our DC Productions team
- Spanish-language available
- Archive footage upon request



**Power all your platforms**

**Save time.** We offer flexible content delivery options. Our website brings all available content into once place, showcasing the best stories of the day. We also offer easy, one-click video publishing across your platforms via a simple embed code.

**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, Take a Look at This and more).

Fill your digital platforms with curated videos paired with text stories and images, delivered to your inbox.

**Digital Content**

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

**Expert Curation**

- Dedicated digital team sources the best stories daily
- Top digital stories delivered to your inbox
- Multiple feed options, including “set it and forget it”

**Flexible Options**

- Options for content monetization
- One-click embed codes and RSS feeds make publishing easy

**Bring your audience to the scene**

**Showcase more live news.** Get 24/7 live, breaking news coverage via eleven live channels along with expanded satellite and Video-Over-IP (VoIP) options. Daily generic and custom live shots are also available.

**Lean on our custom production services** to support your team. From premier stand-up locations and equipment to DC production facility, our business and tech experts can help you run your business more efficiently. Also, get access CNN’s discounted rates on live and transmissions services.

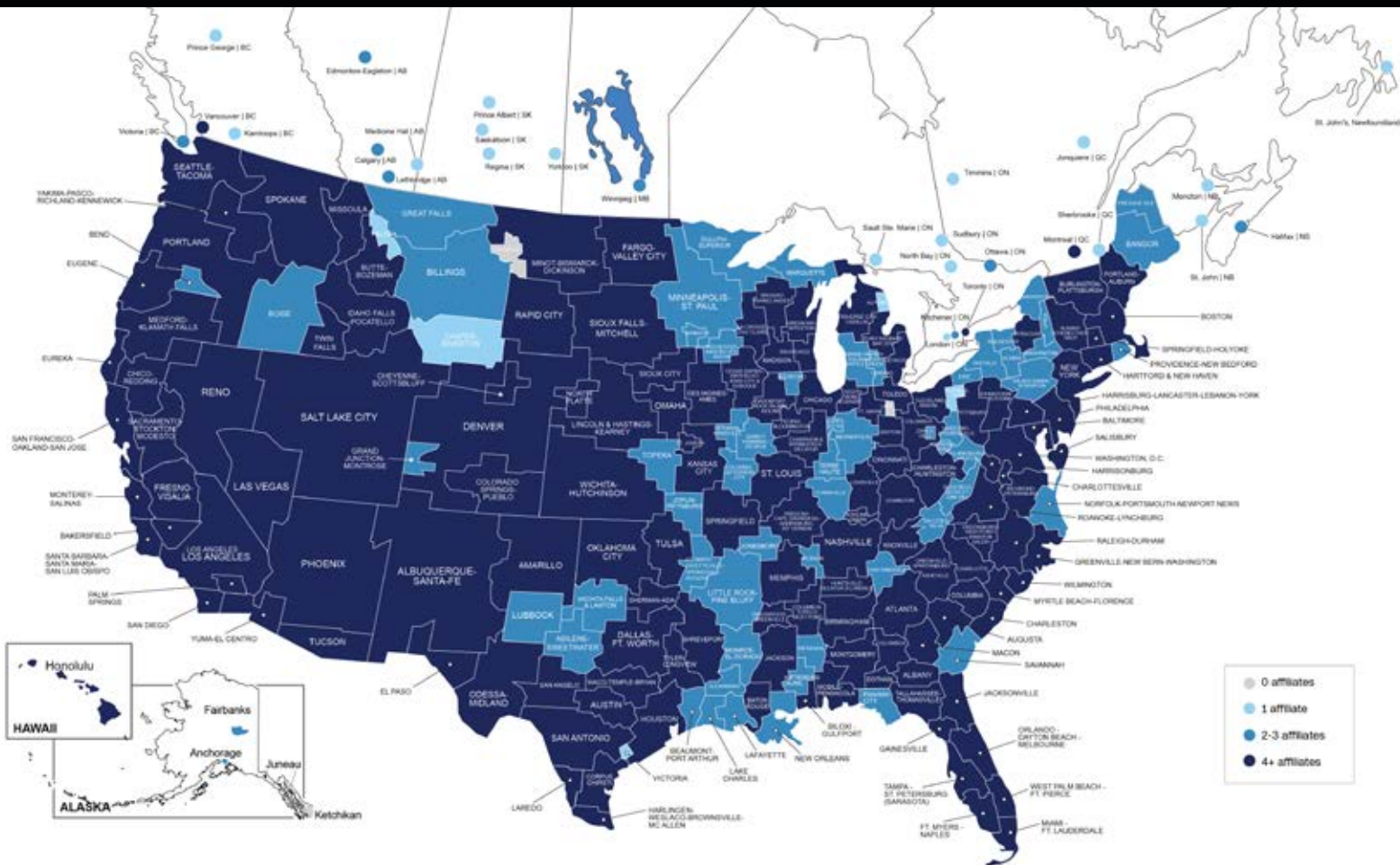


# We have you covered.

Our dedicated regional teams often bring in 3-4 times more state & regional coverage than other services.

**98%** U.S. coverage provided to your audiences

**93%+** DMAs covered by multiple newsgathering partners



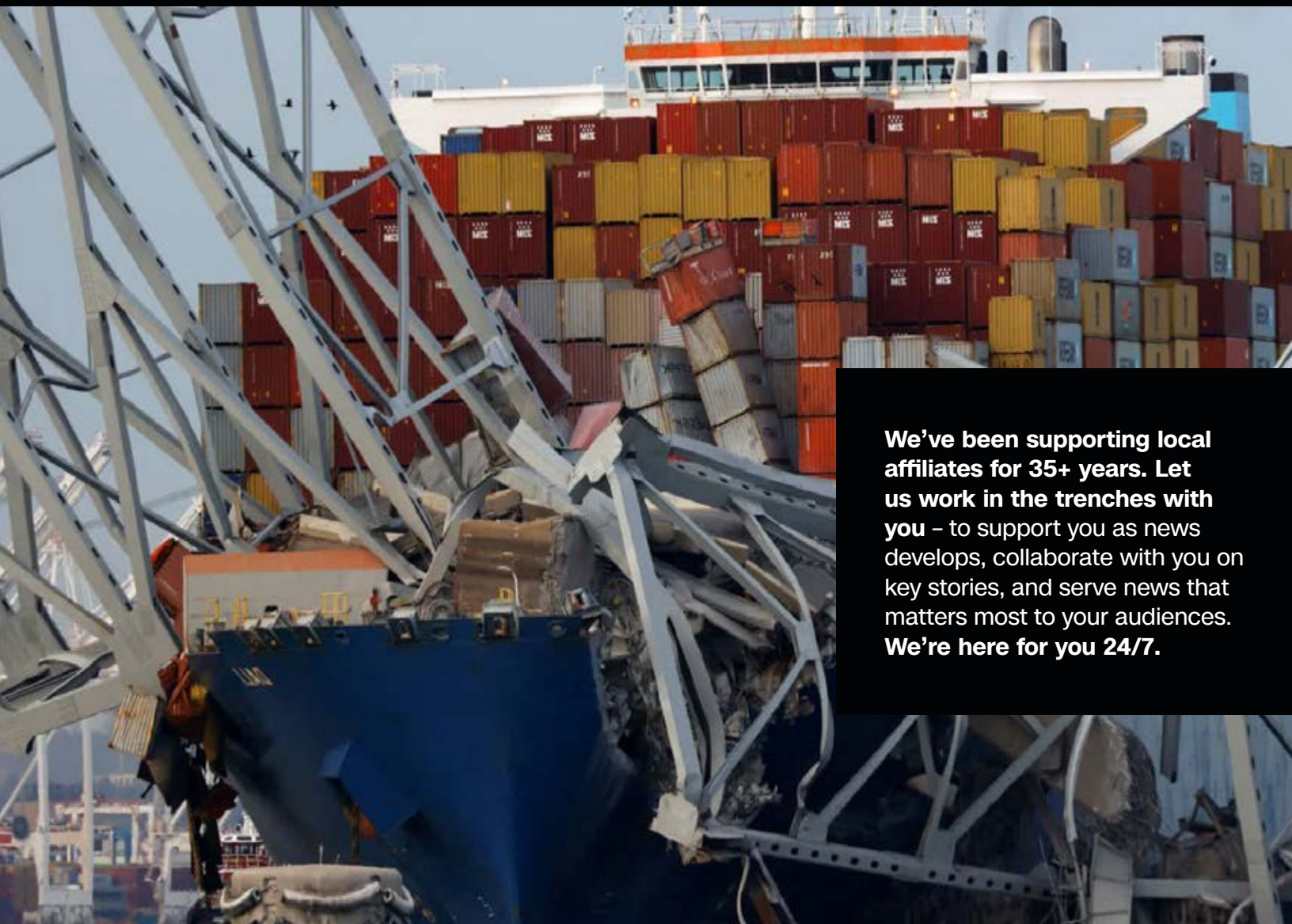


They provide us with better service and content, with quicker turnarounds on breaking news.

There is tremendous value in the vast amount and variety of content that Newsource offers.

It's like having another newsroom at our disposal.

Their live services extend our reach in ways that wouldn't otherwise be feasible.



**We've been supporting local affiliates for 35+ years. Let us work in the trenches with you - to support you as news develops, collaborate with you on key stories, and serve news that matters most to your audiences. We're here for you 24/7.**