



# CNN Access Presentation



## The Pioneer of 24/7 News

- Through launching the world's first 24-hour news network, CNN has been delivering depth, dimension and clarity to what's happening in the world:
  - 4,000+ Employees Worldwide**
  - 43 Domestic & International Bureaus**
  - 1,000+ Newsgathering Partners**
  - 1,000,000+ iReporters**
- With a news pedigree like ours, CNN remains the number one international news channel across the globe:
  - CNN TV: 450m+ households globally**
  - CNN Digital: 223m+ Monthly Page Views**
  - Social Media: 160m+ Social fans**
- In the past year, we received:
  - 3 Emmy® Awards and 10 nominations**
  - 2018 Courage in Journalism Award**
  - Peabody Award for Coverage of Fall of ISIS**
  - Overseas Press Club Award for Coverage of Fall of ISIS**
  - George Polk Award for Undercover Report on Slave Auctions in Libya**



## Telling Stories that matter on TV and Digital

- We adhere to what is our DNA and core; storytelling with facts first
- Moving from large screens to small screens, and back. CNN is winning the battle on all platforms
- ‘Premium’ verticals transformed us from simply a TV news channel into a trans-media company
- Data-driven, digitally-optimised content cemented our market-leading position:
  - Caters to a younger, tech-savvy, inquisitive audience
  - Higher volume of text articles, videos and galleries across all verticals maximises online consumption





## Regions

U.S.  
Africa  
Americas  
Asia  
China  
Europe  
Middle East  
Opinion

## U.S. Politics

45  
Congress  
Security  
The Nine  
Trumpmerica  
State

## Money

Business  
Markets  
Tech  
Luxury

## entertainment

Stars  
Screen  
Binge  
Culture  
Media

## tech

Business  
Culture  
Gadgets  
Future  
Startups

## Sport

Football  
Tennis  
Equestrian  
Golf  
Judo  
Horse Racing  
Motorsport  
Sailing  
Skiing

## travel

Wonder  
Food & Drink  
Play  
Stay  
Videos

## style

Arts  
Design  
Fashion  
Architecture  
Luxury  
Autos  
Video

## Health

Diet + Fitness  
Living Well  
Parenting + Family  
Vital Signs

## Features

Freedom Project  
Impact Your World  
Inside Africa  
2 degrees  
CNN Heroes  
All Features

## Video

Video news  
Feature shows  
HLN  
TV shows  
TV schedule  
Faces of CNN Worldwide  
CNNVR

## More...

Weather  
CNN Profiles  
Leadership  
Pressroom  
Partner sites  
iReport  
Work for CNN

# EMERGING & OFF-PLATFORM

## SOCIAL & MESSAGING

## VIDEO PLATFORMS

## CORE



# CNN Affiliation: Unlocking Potential

A strategic partnership with CNN will extend your storytelling, production and monetisation capabilities through:

1. **Live Breaking News**
2. **CNN Newsource Content**
3. **CNN Feature Programming**
4. **CNN Journalism Fellowship**
5. **CNN Training and Consulting**
6. **CNN Technology advisory**

The background of the slide is a photograph of the CNN World Headquarters. On the right side, the large red CNN logo is mounted on a wall, with the words "WORLD HEADQUARTERS" in large, bold, black letters below it. To the left, a wall is covered with numerous small framed photographs and news snippets, some of which appear to be related to CNN news coverage. The overall lighting is dim, with the CNN logo and the wall display being the primary light sources.

**CNN**  
**WORLD HEADQUARTERS**



# 1. Live Breaking News

- Special un-planned reports
- Coverage of news events occurring at the moment that are not planned, scheduled or announced in advance
- Breaking News coverage will give your company agility compared to others in the local market



## 2. CNN Newsource Content

Your company will have access to CNN's Newsource platform with editorially curated videos, articles and photos from our TV and digital platforms, and access to our newsgathering crews around the world:

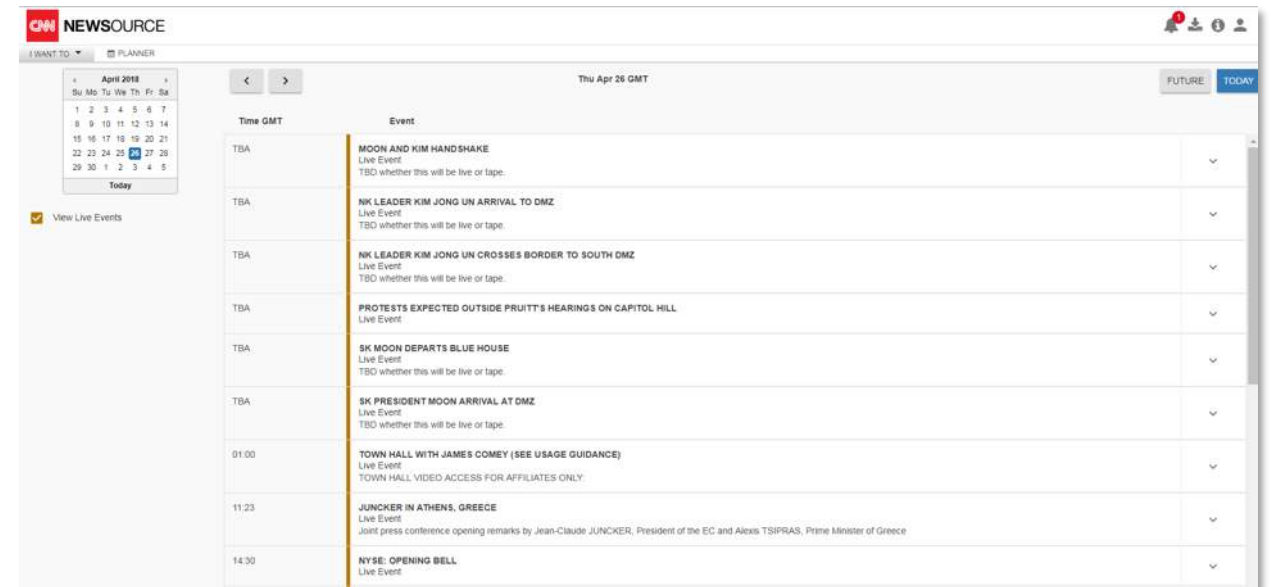
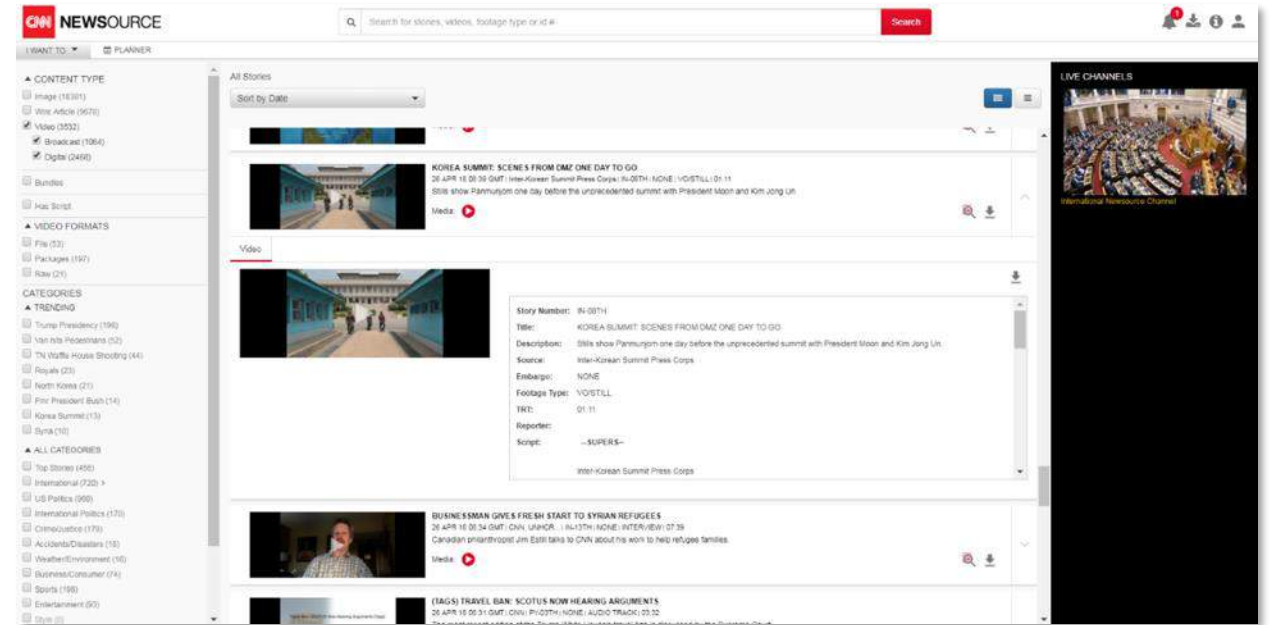
- 200-300 videos per day to choose from
  - Ready-to-publish packages from our digital platforms, which your company will be able to use as is.
  - Raw footage which can be customised and used to create videos with a 'your company' voice
- Articles and stories from digital properties, including premium verticals (CNNAffairs, CNNMoney, CNNStyle, etc)
- On demand archive content
- Live streams which can be incorporated in rolling breaking news coverage
- Live reports with CNN talent from breaking news locations





## 2. CNN Newsource – Content

- CNN content delivery service for latest global news coverage
- Video, images and wire articles
- Available across devices
- Filter or search by story, content category or format
- Content details, script, preview and direct content download
- Live streaming channel for major updates
- Planning tool for advance details on live streams



## 3. CNN Feature Programming

- Access to up to 45 hours per year of Feature Programming:
  - **Business Traveller**
  - **In 24 Hours**
  - **Culinary Journeys**
  - **Silk Road**
  - **African Voices**
  - **Inside Africa**
  - **Talk Asia**
  - **Eco Solutions**
  - **Make, Create, Innovate**
  - **CNN Style**
  - **Vital Signs**
  - ...





## 4. CNN Journalism Fellowship

- A unique, invitation-only training programme for international journalists
- Based at CNN's headquarters in Atlanta.
- The Fellows will get an insight into every aspect of CNN production including:
  - **International desk deployments**
  - **Multi- platform newsgathering**
  - **Future and special events planning**
  - **Style of writing, editing and reporting for live shows and package production**
  - **Individual training**

\* All costs for above training, except flights, to be covered by CNN.



## 5. Editorial Training and Consulting Customised for your company

### Priorities



#### Skills Training

Training for reporters and producers and anchors, aiming to perfect news gathering and reporting skills across the board. Sessions will explore the elements and techniques needed to tell a compelling visual story.



#### Workflow and Newsroom Design

Training for senior members of staff aiming to set up an effective and productive newsroom environment through organizational structure and workflows support multiplatform operations.



#### Social Media and Audience Growth

CNN shares lessons from its operations on various social media platforms, as well as providing workshops on user segmentation and analytics.



## 6. Technology advisory



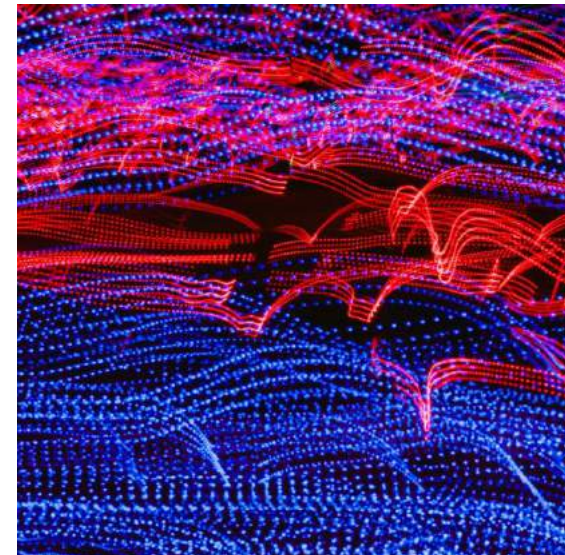
### Strategy

Creation of digital concepts leveraging knowledge of global tech landscape and/or overseeing development of core products and technical ad solutions.



### Technology

Identify and secure partnerships for advantageous product integrations. This includes video compression technology enabling enjoyable viewing experiences on poor mobile networks.



### Data

Data analytics providing insights around in-app user behavior to inform testing, redevelopment and new commercial opportunities.

WITH GLOBAL BRAND  
RECOGNITION, TRAINING AND  
WORLD CLASS CONTENT, CNN CAN  
HELP PARTNERS GROW AUDIENCES,  
EXPAND NEWSGATHERING ABILITIES  
AND CAPTURE NEW REVENUE  
OPPORTUNITIES





## Commercial Terms

- Licensing fee per annum
- Multi year contract agreement (2 to 5-10 years based on level of partnership)
- Bespoke proposal to be send by CNN based on selected services / solutions and the publishing platforms (TV and/or digital)





*go there*

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