



CNN is the world's leading global 24-hour news network, delivered across a range of multimedia platforms. Launched in 1985, the channel's output comprises its trademark breaking news, business and sports news, current affairs and analysis, documentary and feature programming.



Market

Since CNN pioneered the genre of 24-hour news, the pan-regional news market has expanded to include more than 100 news channels worldwide. CNN has remained at the forefront of this increasingly competitive market, warding off competition from domestic and pan-regional news services, with its growing international newsgathering operation and intricate network of regionalised services and affiliates.

CNN continues to attract a range of high profile advertisers with its cross-platform advertising sales offering, one of the most comprehensive and innovative in the industry. Online is currently the fastest-growing driver of the advert sales

business while television remains strong, drawing major clients such as Standard Bank, Globacom, Vestas, Philips, Longines, DIFC, Mubadala, Rolex, Standard Bank, Abu Dhabi Tourism Authority, Skype and Vacheron.

CNN's leadership in reaching premium audiences positions the network well to embrace the new media challenges of an increasingly converged world.

Product

In 1980 CNN launched as a single US network available to 1.7 million homes. Some 30 years later, CNN's 22 branded networks and services are available to more than two billion people

worldwide across television, radio, online and mobile in more than 200 countries and territories via six languages.

CNN's global news group currently comprises nine international networks and services, five international partnerships and joint ventures, and eight US-based services. The channel's joint ventures include CNN Chile, CNN-IBN, CNN Turk, CNN+ in Spain and Japan's CNNj, as well as websites including CNN.co.jp and CNNenEspanol.com. While breaking news remains CNN's trademark, its feature programming line-up caters to a wide range of audiences, covering business, sport, lifestyle and entertainment, compelling documentaries and special landmark programming.

Throughout the year, CNN's best known faces, including Richard Quest and Becky Anderson, front prime time programmes such as Quest Means Business, Connect The World and special documentaries.

Achievements

In 2010, CNN International won a George Polk Award in the International Television Reporting category for its documentary, World's Untold Stories: A Forgotten People. The award-winning documentary presented by Dan Rivers highlighted the ongoing persecution of the Rohingya people in Myanmar (Burma). In the same year, CNN International's Go Beyond Borders campaign was awarded both a Gold and Bronze Lion at the Cannes Lions International Advertising Festival, one of the world's premier showcases for excellence in advertising. CNN International was also short-listed for Channel of the Year in the 2010 RTS Television Journalism Awards.

CNN has become synonymous with breaking news, acting as a visual history book for the world. As stories from across the globe have hit the headlines, CNN has been there – from Tiananmen Square and the 11th September terrorist attacks to the death of Michael Jackson and the global credit crunch. In 2010, CNN's registered iReporters exceeded the half a million mark as watershed moments such as the Haiti earthquake prompted considerable increases in traffic.

In 2010, 20 CNN staff raised funds – with the help of parent company Turner Broadcasting – to travel to Malawi for a two-week project to help build a new village school.

Recent Developments

CNN has a strong heritage of offering extensive coverage and analysis of international events and stories of global importance. It continues to invest in intelligent and compelling feature and documentary programming across all digital platforms, setting the standard for forging unique audience connections that truly engage consumers worldwide. With a network of more than 1,000 broadcast affiliates worldwide, CNN International broadcasts upwards of 90 per cent of its programmes exclusively for a global audience.

In 2009, CNN International launched a broadcast hub in Abu Dhabi, becoming the first Western broadcaster to broadcast a live daily show, Prism, from the Middle East. Programming investment continued into 2010 with the introduction of a new prime time schedule for Asia Pacific in November.

CNN International's European prime time line-up continues to go from strength to strength. Quest Means Business is the definitive word on how people earn and spend money. World One, hosted by Fionnuala Sweeney, is a fast-paced international news bulletin, designed to keep viewers up-to-date on the day's major stories. Connect The World, hosted by Becky Anderson, joins together seemingly unrelated global stories, exploring how an event or circumstance in one part of the world can have a significant impact elsewhere. BackStory, hosted by Michael Holmes, goes beyond the headlines to give viewers a look at how CNN news programming is brought to air, showing



the news from a rarely seen perspective. This, alongside the network's existing feature and documentary slate, confirms CNN's evolution into much more than a multimedia 24-hour rolling news channel.



With an eye on changing consumer trends, CNN embraces the range of emerging, non-linear distribution outlets to maximise its presence across all platforms. Indeed, in July 2010 CNN International launched its new iPhone app for users worldwide.

In the same year, CNN's pioneering global social media research into The Power of News and Recommendation was launched, giving the industry and advertiser a new way of quantifying news shared in the social media space.

Promotion

Since launch, the CNN logo has been one of the world's most instantly recognised brands, and it continues to be promoted through select marketing opportunities and partnerships.

In 2009, CNN International unveiled a new tagline 'Go Beyond Borders' to replace 'Be the First to Know', which debuted in March 2001. Go Beyond Borders is an articulation of the network's shared values and commitment to delivering intelligent news in a connected world. CNN International now uses this tagline

not only as a marketing message but also as a content filter; its news coverage promises to go beyond the expected.

Brand Values

For 30 years, CNN has stood by the news values of accuracy, intelligence, transparency and diversity. The network's commitment to digital integration also ensures that its audiences get access to CNN 'whenever, wherever and however'.

CNN is global in its reach and continually aims to break new ground and go beyond expectations. Go Beyond Borders demonstrates that stories and people are not defined or limited by geography, and neither is CNN – it speaks directly to viewers' aspirations and expectations. It also reflects the changing world, as news is consumed across an increasing number of platforms.

Transparency and diversity are crucial to CNN's viewers; they expect their news source to challenge and question, as well as deliver truly international reporting and perspectives.

Things you didn't know about CNN

CNN Breaking News (@cnnbrk) is the most followed Twitter feed in its Twittersphere location, with more than 3.5 million followers (Source: Twitaholic.com). CNN International can also be followed via @cnni or through its Facebook page.

CNN's iReport.com initiative now has more than 600,000 registered users, known as 'iReporters'.

CNN.com's coverage of the Chilean miner rescue delivered 4.6 million live video streams, making it the network's biggest live video event of the year.

1980	1985	1989	1995	1997	1999
CNN launches on 1st June as a single US network; the brainchild of media entrepreneur Ted Turner, it becomes the first round-the-clock news channel.	CNN International launches, along with live 24-hour transmission to Europe.	CNN is now available worldwide, 24 hours a day, with transmission via a Soviet satellite to Africa, the Middle East, the Indian subcontinent and South East Asia.	CNN.com, the world's first major news website, is launched. This is followed by the all-encompassing international edition.	CNN launches a regionalisation strategy with the guiding philosophy, 'Global reach, local touch'.	CNN Mobile launches. It is the first mobile telephone news and information service available globally with targeted regional content.

2006	2008	2009	2010
CNN launches its citizen journalism initiative, iReport. The following year, CNN launches across major IPTV and VOD outlets, including YouTube, and CNN.com is redesigned.	iReport.com is born; an online incarnation of iReport, it is the company's first unfiltered, uncensored user-generated content website.	CNN International launches eight new prime time programmes for its European line-up and the 'Go Beyond Borders' tagline replaces 'Be the First to Know'.	CNN International launches a new iPhone app, reaching millions of users globally with the latest news and feature content.