



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's clear cross-platform leadership in reaching premium audiences (Source: Ipsos Business Elite Europe, European Media and Marketing Survey and Global Capital Markets Survey 2009), positioning the network well to embrace the new media challenges of an increasingly converged world.

CNN continues to attract a range of high profile advertisers with its cross-platform ad sales offering, one of the most comprehensive and innovative in the industry. Online is currently the fastest-growing driver of the ad sales business while TV remains strong, drawing major clients such as Abu Dhabi, Philips, Skype, Nokia, Zenith Bank, Qatar Foundation, Vestas, Finnair, Rolex and The Greek National Tourism Organisation.

Product

CNN's global news group currently consists of nine international networks and services, five international partnerships and joint ventures as well as eight US-based services. Available in six languages, the channel's joint ventures include CNN Chile, CNN-IBN, CNN Turk, CNN+ in Spain and Japan's CNNj, as well as a number of websites including CNN.co.jp in Japan 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 its chief international correspondent, Christiane Amanpour and Richard Quest, front prime time programmes such as Amanpour and Quest Means Business as well as special documentaries.

Achievements

In 2009, CNN International won an Amnesty International Media award in the International Television and Radio category, for World's Untold Stories: The Forgotten People in which presenter Dan Rivers highlighted the on-going persecution of the Rohingya people.

In addition, CNN freelance cameraman Talal Abu Rahma received the Martin Adler Prize at the Rory Peck Awards 2009 for his work in Gaza and CNN's World's Untold Stories documentaries. One Woman's War and Wedlocked were both short-listed for awards at the Monte Carlo TV Festival.

In 1980 CNN launched as a single US network available to 1.7 million homes. Twenty-nine years later, CNN's 24 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 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 March 2009, 20 staff with the help of CNN's parent company Turner Broadcasting, raised funds to travel to Mali for a two week project to help build a new village school.

On the commercial front, CNN International Advertising Sales won two Internationalist Magazine Gold awards in 2009 for Innovation in its global brand campaign My South Africa, created for South African Tourism.

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.

In the past 14 months CNN International has launched nine programmes which make up its new European primetime line-up uniting Christiane Amanpour, Richard Quest, Becky Anderson, Fionnuala Sweeney, Michael Holmes, Stan Grant, Jim Clancy, Isha Sesay and Hala Gorani in a schedule that between them covers a diverse spectrum of business and current affairs programming, breaking news and behind-the-scenes reportage in distinctive formats. 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.

CNN's programming investment continues in 2010 with the introduction of a new primetime schedule for Asia Pacific.

With an eye on changing consumer trends, CNN embraces the range of emerging, non-linear distribution outlets to maximise its presence across all platforms.

In October 2009 the network unveiled a re-vamped website with cutting-edge design, extensive integrated video, customisation options and greater opportunities for its audience to be involved. The re-launch of CNN.com also meant incorporating CNN's continually growing citizen journalism initiative, iReport, for the first time. There are now 375,000 'iReporters'.

In September 2009, CNN launched a commercial self-service online storefront: CNN Wire Store which enables, journalists,



publishers and media organisations worldwide, to license CNN story content through a web-based service.

In 2009, CNN continued to invest in its international newsgathering operation and now has bureaux in 47 major cities around the world with the most recent addition being a regional newsgathering hub, opening in the United Arab Emirates.



With a network of over 1,000 broadcast affiliates worldwide, CNN International broadcasts upwards of 90 per cent of its programmes exclusively for a global audience.

Promotion

Since launch, the CNN logo has been one of the world's most instantly recognised



brands and is promoted via select marketing opportunities and partnerships.

In September 2009, CNN International (CNNI) unveiled a new tagline: Go Beyond Borders, replacing 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. CNNI now uses this tagline not only as a marketing message, but also as a content filter; every day CNN International's 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'. CNNI is the genuine international news source, delivering intelligence for an interconnected world.

CNN is global in its reach and continually aims to break new ground and go beyond expectations. To go beyond borders is to demand excellence and dedication. It demonstrates that stories and people are not defined or limited by geography, and neither is CNN.

CNN's viewers do not define themselves by the colour of their passports and Go Beyond Borders speaks directly to their aspirations and expectations. It also reflects the changing world, as news is consumed across an increasing number of platforms.

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

cnn.com/international

Things you didn't know about CNN

Sheikh Mohammed, the Ruler of Dubai, tweeted about meeting CNN International's EVP and managing director, Tony Maddox, for lunch while CNN was in town for the launch of CNN Abu Dhabi in November 2009.

According to the latest industry research, less than four per cent of CNN's audience are expatriates.

CNN is now available on every multichannel television platform in the UK.

CNN's European headquarters, in the heart of London, were opened by the Queen in 2001.

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 becomes 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, the first mobile telephone news and information service available globally with targeted regional content.

2006	2007	2008	2009
CNN launches its citizen journalism initiative, iReport.	CNN launches across major IPTV and VOD outlets including YouTube and CNN.com is redesigned to incorporate video, text and images within its storytelling page.	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 programmes which make up its new European primetime line-up and the tagline Go Beyond Borders replaces Be the First to Know.