



In the wake of an important year for news broadcasting, CNN remains the world's leading global 24-hour news network, delivered across a range of multimedia platforms. The leader in its field since its establishment in 1980, the channel's output comprises a vast range of award-winning programming, including its trademark breaking news, business and sports news, current affairs and analysis, documentary and feature programming.



**Market**

Since CNN pioneered the genre, 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 with its growing international newsgathering operation and intricate network of regionalised services and affiliates.

Across both online and broadcast television, CNN strives to redefine its cross-platform advertising sales, providing one of the most comprehensive and innovative offerings in the industry. CNN continues to attract a diverse range of high profile advertisers, such as Standard Bank, Rolex and Abu Dhabi Tourism, with its online services the fastest-growing driver of advertising sales.

**Product**

CNN has evolved into a diverse information hub, boasting 24 branded networks and services, and reaching two billion people worldwide across television, radio, online and mobile.

CNN's global news group comprises nine international networks and services, five international partnerships and joint ventures, and eight US-based services. An expert in breaking news coverage, CNN has transcended the boundaries of traditional news broadcasting and features an eclectic mix of programming.

**Achievements**

In what was an especially eventful year in news broadcasting, CNN was frequently recognised in 2011 for its innovative programming and

online content. At the Amnesty International Media Awards the network was praised for World's Untold Stories: Locked up and Forgotten, a documentary that highlights the neglect suffered by Kenya's mentally disabled community. CNN International shone at the Royal Television Society Awards, in which it won the Innovative News category for a Twitter tool that enabled web and television viewers to visualise media activity during the 2010 World Cup. CNN International's weekly culture show, Inside Africa, was a finalist in the Best Tourism Feature category at the Diageo Africa Business Reporting Awards.

The year also saw the number of CNN's registered iReporters, contributors to its 'citizen journalism' platform, reach almost one million, as watershed moments such as the Thailand floods and the Occupy Protests prompted considerable increases in traffic.

**Recent Developments**

CNN continues to invest in intelligent and compelling feature and documentary programming across all digital platforms, forging unique audience connections that truly engage consumers worldwide.

2011 saw the launch of Global Exchange, a daily news show exploring how emerging markets are having an impact on the global financial community, at a time when business is a vital driver of the international news



agenda. 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.

Another new launch, Marketplace Europe puts the spotlight on one of the world's most influential and interconnected continents as Europe faces up to the economic challenges and opportunities of the next 10 years. Using CNN's unparalleled access to business leaders and decision-makers, Marketplace Europe delivers intelligent, unmissable features and analysis.



**Did You Know?**  
CNN iReport has almost one million registered users. With 2.5 million unique users each month, the site has received submissions from every country in the world.

In November 2011, CNN relaunched its iReport site, introducing functions and visuals that more closely resemble social networking sites than standard news sites. Users are now prompted to create a profile and 'follow' other users, while earning awards and 'badges' for accomplishments. Users are also directed to participate in a CNN story by watching on television or online and joining in a discussion about the feature or broadcast.

**Brand History**

- ▶ **1980:** 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.
- ▶ **1985:** CNN International launches, along with live 24-hour transmission to Europe.
- ▶ **1995:** CNN.com, the world's first major news website, is launched. This is followed by the all-encompassing international edition.
- ▶ **1999:** CNN Mobile launches. It is the first mobile telephone news and information service available globally with targeted regional content.
- ▶ **2008:** iReport.com is born; an online incarnation of iReport, it is CNN's first interactive, user-generated content website.
- ▶ **2009:** 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'.
- ▶ **2010:** CNN International launches a new iPhone app, reaching millions of users globally with the latest news and feature content.
- ▶ **2011:** CNN relaunched its iReport website, creating a social network for news as well as a platform for interactive storytelling and participation.

**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' – which is an articulation of the network's shared values and commitment to delivering intelligent news in a connected world. CNN International uses this tagline not only as a marketing message but also as a content filter; its news coverage promises to go beyond the expected.

**Did You Know?**  
The royal wedding in April 2011 increased traffic to CNN.com by 61 per cent and global video usage on the site soared by 379 per cent. CNN's Twitter feed also generated more than 1,600 re-tweets during the wedding's airing.

In 2011, CNN International launched a pan-EMEA advertising campaign, which elevated the profiles of its individual news anchors and cemented their relationships with existing viewers. Outdoor posters provided the spine of the campaign – with support from print and digital channels – and featured key anchors alongside the tagline: 'Go beyond borders, wherever you are.'

**Brand Values**

CNN stands 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.

▶ [www.cnn.com/international](http://www.cnn.com/international)

