



THE MARKET

In a constantly changing world where events across the globe and across the country have an impact close to home, the consumer's connection to that world through news coverage has never been stronger. Cable's all-news networks have never been as powerful as they are right now, drawing 62 percent of all television news viewership.¹ The consumer's use of news Web sites has exploded, particularly at work.² And news brands are stronger and reaching more people than ever. In fact, the CNN brand reaches almost 107 million U.S. viewers and Web users alone each month.³ Month after month, year after year, at home and away from home, more Americans tune to CNN than to any other news channel.⁴

ACHIEVEMENTS

CNN is the largest, most trusted, most honored, and most watched news network. From 1997 to the present, a full seven years, CNN ranks in the top 2 percent of North American brands, as defined by the Y&R Brand Asset Valuator. CNN's relationship with a community of people who value quality journalism and credible news coverage, 24/7, has grown and deepened over time as news and the CNN brand have become a part of this community's life, every day, year after year.

CNN gathers the best and brightest television journalists of our time and supports them with the world's largest newsgathering operation: 37 bureaus worldwide. For more than a decade, CNN



has consistently been rated as the most believable news source.⁵ Opinion leaders and influentials find CNN most credible.⁶ CNN is top rated on the most complete coverage, best quality, exclusive news stories, breaking news, and live coverage.⁷

In addition, CNN has been recognized for journalistic excellence by the most prestigious journalistic organizations, capturing top prizes from groups such as the National Headliner Awards and the Overseas Press Club of America for its coverage of the major news stories of 2003. In the first three months of 2004, CNN earned 28 awards, about four times that of all the other cable news networks combined.

HISTORY

Over 24 years ago, CNN invented worldwide real-time reporting and changed the face of news, especially TV news, redefining what connection to news means.



Always on the lookout for the next frontier and the next opportunity to grow, in 1980, media legend Ted Turner launched Cable News Network, the world's first 24-hour news network. In subsequent years, viewers came to value CNN's unique offer of 24/7, in-depth, instantaneous connection to the news — a relationship that wasn't limited to an early-evening broadcast or to quick updates on breaking news. As CNN grew, it gained the respect of journalists and consumers alike, with its landmark coverage of the Tiananmen Square riots, the fall of the Berlin Wall, presidential elections, and the first and second Gulf Wars. Along the way, CNN won Peabody Awards, Emmys, and every other major television news award.

Today, CNN's connection with audiences is deeper and more powerful than ever, touching more people in more places through more distribution platforms than any other news organization. CNN-branded news and information content, distributed in- and out-of-home, on broadcast and unwired networks, radio, Web sites and wireless distribution platforms, has the potential to reach 1.7 billion people daily around the world.⁸

THE PRODUCT

A global news icon, CNN is more than a cable news network, and remains dedicated to getting the story right, every time, everywhere, at any moment day or night. People throughout the world desire to connect with events as they happen. The journalists of CNN go on the scene to deliver the heart of the news story. CNN has a singular commitment to high-quality journalism, serving as the network of record for every major event around the globe.



CNN is fully connected to the world. Its reach extends to 15 cable and satellite television networks; two private place-based networks; two radio networks; wireless devices around the world; eight Web sites, including CNN.com, the first major news and information Web site; and CNN Newsource, the world's most extensively syndicated news service. Approximately 800 affiliates worldwide supplement and carry CNN's coverage.

Full connection goes beyond how CNN distributes the news. It also refers to how CNN gathers the news. With 300 anchors and correspondents on the ground all over the world, supported by 37 international bureaus, nearly 800 global affiliates, and a staff of 1,000 dedicated to newsgathering, CNN has employees not only in places where the stories are hot, but also in places where they are still developing. That's why consumers trust that CNN has the stories not only first . . . but also best.

In an extraordinary news cycle in a complex world, CNN is armed with the strongest lineup of programs and journalists in its history. Programs such as *American Morning*, *Judy Woodruff's Inside Politics*, *Crossfire*, *Wolf Blitzer Reports*, *Lou*



presidential election and the Olympics to domestic and international trials and major breakthroughs in health and exploration. The programs of Anderson Cooper, Bill Hemmer, Wolf Blitzer, Aaron Brown, Paula Zahn, and Lou Dobbs reflect their passions and their understanding of what makes news stories fascinating and engaging.

CNN's world-class resources are covering the top U.S. story of the year — America Votes 2004, the Race for the White House. CNN coverage of this momentous election — surprising, lively, spontaneous, and headline making, right up through the conventions and election night — features its "Election Express" bus going coast-to-coast, following the political stories, people, and issues that matter most. The 37-foot mobile newsroom is CNN's election coverage reporting base, equipped to present live broadcasts of programs and regular airings of *Inside Politics* and *Crossfire*. This newsroom on wheels travels throughout key states, covering all election hot spots.

PROMOTION

On-air promotions drive viewer awareness of CNN's major news coverage, with a focus on exclusive interviews, breaking news events, and high-profile daily programs. Off-channel advertising includes print, outdoor, and on-line messages supporting viewer awareness of fast-growing shows such as *Anderson Cooper 360*, *American Morning*, and *Paula Zahn Now*. The messaging is simple and straightforward, always about the shows and their journalists, and always enforcing the promise of high-quality news coverage.

BRAND VALUES

Audiences trust CNN to fully connect them with the events of the world, taking them from initial awareness through full understanding of the news stories that shape our

Dobbs Tonight, *Anderson Cooper 360*, *Paula Zahn Now*, *Larry King Live*, and *NewsNight with Aaron Brown* are known for featuring great journalism and have increasingly large number of loyal viewers and fans. They are distinctive in their offerings, yet each program is a vital element of how CNN connects its audiences to the events of our time.

RECENT DEVELOPMENTS

The anchors at CNN are passionate about delivering the news, and most news professionals say 2004 is a most exciting time to be covering world events: from a

lives. This trust is based on great journalism and promises made . . . and kept. Viewers expect CNN to deliver the most experienced reporters, the most complete coverage, and the best access to events and newsmakers around the globe. Americans report that in recent years they most closely associate CNN with their experience of major news stories.⁹ CNN captures what is happening in the world, presenting coverage and programming in a style as engaging as the stories themselves.

1. Nielsen Galaxy Explorer 12/30/02–12/28/03. Cable data based on Total Day delivery for each network. Broadcast data includes all broadcast news programs.
2. Nielsen/NetRatings, January–December 2003.
3. January–December 2003 Combined P2+TV and Web Average Monthly Reach. TV based on Nielsen Npower, Web based on Nielsen/NetRatings Home/Work usage data.
4. Nielsen Npower.
5. The Pew Research Center for the People & the Press, 1997–2004.
6. The 2004 Edelman Trust Barometer.
7. Roper ASW, January 2004.



8. CNN Research Analysis based on Nielsen, Mediastats Report, FAA & CNN Airport Network Research, Smith Travel Research, Turner Network Sales, Nielsen NetRatings, Turner Interactive Sales, Turner International, AOL, Arbitron Radio.
9. Roper ASW Custom Survey of American Adults, January 2004.

THINGS YOU DIDN'T KNOW ABOUT CNN

- Ted Turner on starting an all-news network: "There are only four things that television does: It does movies, and HBO has beaten me to that. It does sports, and now ESPN's got that. There's the regular series kinda stuff, and the three networks have beaten me to that. All that's left is news! And I've got to get there before anybody else does."
- CNN, now the world's largest and most respected news organization, got little respect in its infancy. With a small budget, a preponderance of newly graduated journalists, and few news bureaus, CNN was forced to sue (and obviously won the lawsuit) to gain access to White House press conferences.
- Larry King has accumulated more than 40,000 interviews throughout his 47-year career.