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What's keeping us awake

Market dynamics

- Fragmentation
- Free
- On demand

Relationship with consumer

- B2B2C
- Measurement
- Engagement

Discoverability of our content

- Inventory management
- Delivery
- Aggregation



Top 4 areas to address

1. Customer Segmentation and development of Business Intelligence tools
2. Flexible approach and IP ownership
3. Content Windowing along with willingness and ability to partner
4. A diversified approach



Customer segmentation

Target audience*

Global Achievers
40m

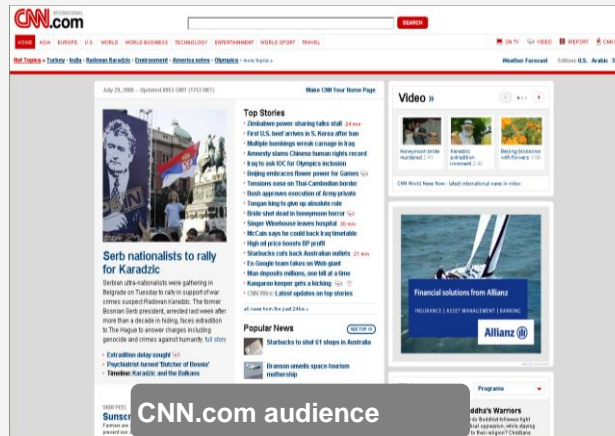
Global Balancers
50m

Global Enquirers
83m

Route to market



Mobile audience



CNN.com audience



Web syndication audience

Top line strategy

Heavy CNN users respond to timely mobile service. Key development will be to invest in more business use devices targeting Corporate market (eg Blackberry)

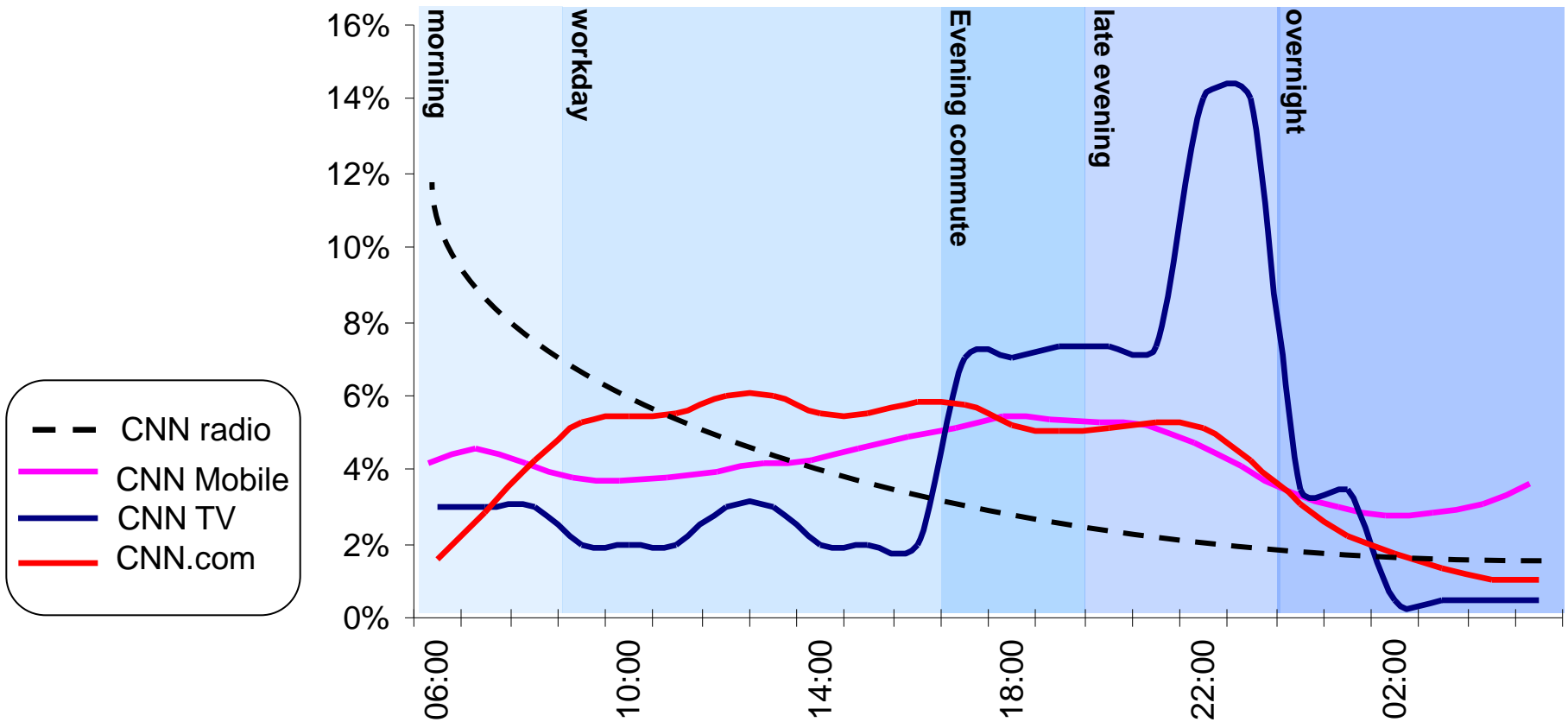
CNN online users require functional information, but want to know the real story. The investment in more World Content for use on line has boosted traffic amongst this group

To grow our audience we will have to seek new distribution channels and believe Web Syndication is key to this, requiring the targeting of branded channels and content served through partner sites where CNN does not lose the Adsales value



Development of Business Analytics tools

Share of platform usage by day part - EMEA



Content Windowing and Partnerships



LE FIGARO.fr Election US

Accueil - USA 2008 - International - France - Politique - Médias - Débats - Planets - Le Figaro Magazine - Economie - Patrimoine - High-Tech - Santé - Emploi - Sciences - Automobile - Voyages - Culture

Rechercher un article

Joe Biden peine à sortir de l'ombre

Commentaires 0

La crise bancaire offre des munitions à Obama

Commentaires 0

Présidentielle USA

Commentaires 44

Qui sera le prochain président

CNN.com Live with Facebook

LIVE

CNN.com Live 2008 PRESIDENTIAL INAUGURATION

The inauguration of Barack Obama

As many as 1 million people are expected to crowd into Washington to watch Barack Obama take the oath of office.

facebook

Update your status about what you're watching.

Everyone watching Friends

Charlie Smuber is making a peaceful transfer of power in America. 17:00 - Comment

Sadey Samard is wondering if there is anything new going on in DC. It's probably just another boring day here. 17:00 - Comment

Brooke Fernandez Steingold is glad to be in DC. 17:00 - Comment

Natalie Connolly and 3 others 17:00 - Like on Facebook

Sharon Sanders Nease is watching CNN... anyone else should be too. (if possible)... 17:00 - Comment

Who should I follow now? It's after a debate? 17:00 - Comment

NEW PLAYERS

HELP YOUR VOICE



CNN PARTNER HOTELS

For the best hotels in **ISTANBUL**

for more information go to www.cnnpartners.com/cityhotels

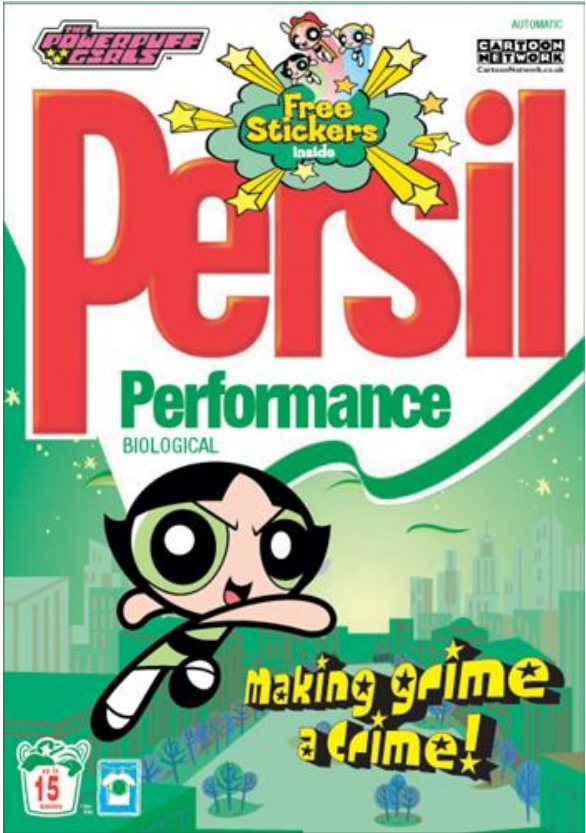
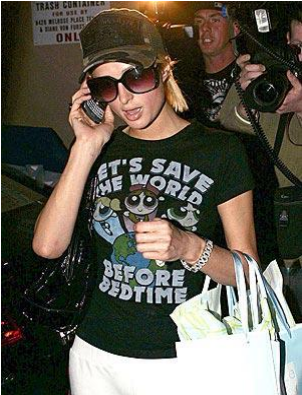
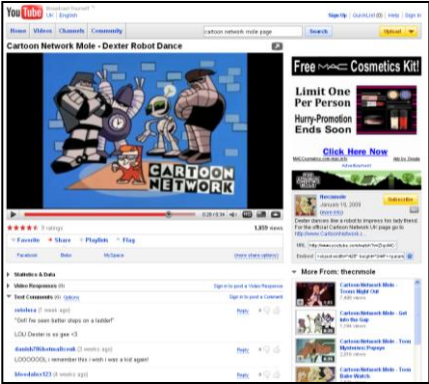
Flexible approach and IP ownership

Branded Strands	Description
The Big Interview	Interviews with the biggest names/famous faces from news, business, entertainment, politics, sport, arts.
Entrepreneurs & Gurus	Inspiration from people at the top of their field; success stories, inspiration and more. Featuring the 'Best' from every genre: architects to musicians and techno-wizards to doctors.
Tech Talk	Advancements in technology and the impact they are having on daily life.
Locker Room	The sporting world's most interesting, exciting and intriguing athletes and sportsman offer comments and insight.
Talking Politics	World affairs told thru the newsmakers voices and reports on the ground. Interviews with the world's politicians and diplomats. Plus reports about the latest elections happening around the globe.
That's Entertainment	Showbiz, glitz and glamour. Highlights from the world of celebrities and entertainers. Film and more.
The Finer Things	Showcases luxury living, glitz and glamour. All that is stylish and desirable from some of the world's most exclusive locations.
Travel Bag / Boarding Pass	Travel tips, luxury destinations and cultural affairs.
Business Buzz	Best Biz interviews and reports daily/weekly.
Memorable Moments / Remember When?	This day in history - CNN reports the made 'Memorable Moments' from the past, potentially including 'relevant' reports for current day's news. i.e. if August is Princess Diana's 10th anniv of her death, then we pull out old reports to feature.
Newsmakers / People You Should Know	Insight from the world's newsmakers, analysts and experts. (making use of the hundreds of guests booked each year)
American Edition	Lastest US news from politics to health and education.
Special Reports	Exclusive CNN Reports extracted from special week's of programming and hour/half hour shows. i.e. Eye on, Month of Mayhem, etc...

The screenshot shows the YouTube channel page for 'Eye on France'. The channel is part of the 'CNN International' network. The main video player displays a Chanel perfume advertisement with the text 'Eye on France Preview' and 'From CNN Views: 265'. Below the video, there are sections for 'Connect with CNN' (including links to CNN International, Facebook, and Twitter), 'Subscribers (958)', and 'Playlists'. One playlist is titled 'Eye On France 2 Videos' and includes a video description: 'In the first week of June, we'll have our "Eye On France", we're dedicating the week of programming to examine the issues, the characteristics and the future of the country. Let us know what you think about France, and the French, by commenting and sending us your video responses.'



Watch it, Play it, Share it, Wear it



Consumer centric model: A different approach to business

- Supply chain is now less opaque
- Partnerships tend to be less combative
- Deciding what not to do is as important as what to do
- Importance of data and software based solutions
- Understanding what drives a partners value chain
- One can hold more in an open hand than a closed fist

