

People spend more than 3X additional time watching a live video on average compared to a video that's not live.\*  
Now you can live stream without any equipment required.

Now you can stream all available CNN NewsSource live channels across your digital platforms. Best yet, this service is a part of your current license agreement and you do not need any equipment to utilize this feature.

You already rely on CNN NewsSource Live channels for breaking news, major events, press conferences and much more. Now extend that sense of presence and immediacy to your digital platforms.

### Why stream CNN NewsSource live channels on your digital platforms?

- Differentiated content for your digital platforms
- Higher time spent/engagement by your audience
- Content across your branded social media sites
- Fast and easy – simply use the provided URL
- Expertly curated live content from the trusted CNN NewsSource Live team

# How to Stream

**1**

You will be provided with a separate URL for each live channel.

**2**

You provide the video player, which should utilize a live streaming “HLS” compatible video player software.

**3**

Point the video player software at the desired CNN NewsSource live channel URL provided.

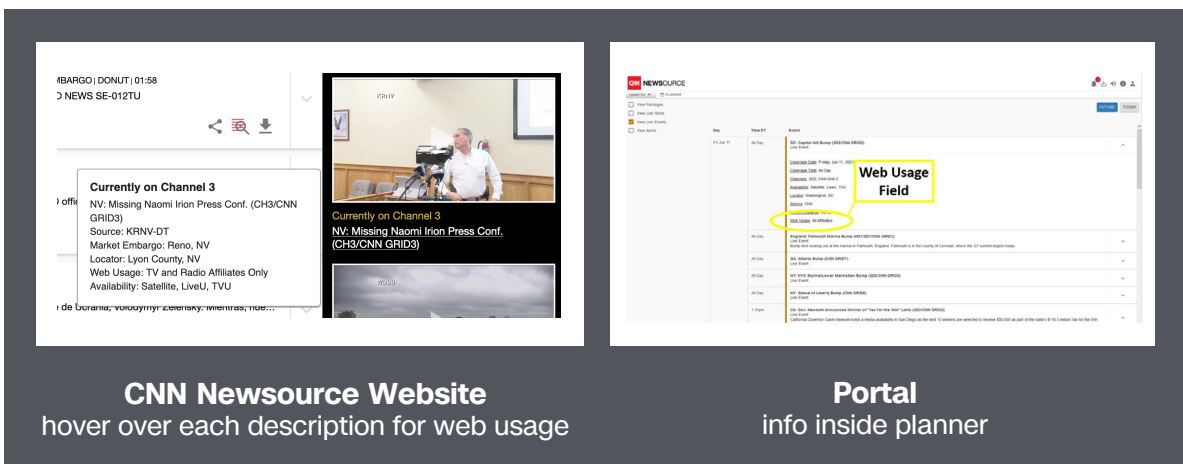
**4**

**Do not “set and forget” the stream**, as you risk violating embargos by allowing the live channels to continuously stream.

## Embargoes

Permitted content for digital streaming is based on your license with CNN Newsource. The embargos for digital live channel streaming are the same as for other CNN Newsource content.

- Always check web usage info under each live channel in the website. In the website, hover over live event description for info about each event.
- Market embargoes are in place and should continue to be honored with live streaming.



## Live streaming sources include:

- CNN-sourced events and bump shots
- Pool
- Affiliates (not embargoed to your DMA)
- State Government (varies by event; check web usage field)
- Senate and House TV
- NASDAQ and NYSE
- NASA
- NOAA



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