



**NEWSOURCE**  
We're at the heart of it.

# CNN VIDEO AFFILIATE NETWORK (VAN)

Built by CNN, the world's news leader, the Video Affiliate Network (VAN) is the one-stop digital video syndication platform created with newsrooms and digital news publishers in mind. We lead with what's most important to you: compelling video content for your digital platforms, from trusted news publishers.

The CNN VAN focuses exclusively on quality breaking news and lifestyle video from CNN and trusted affiliates. Our network combines the scale of CNN, along with our unparalleled footprint of 1,000+ local news partners, to bring our affiliates premium video inventory for their digital platforms.



**Up-to-the-Minute Videos.**  
Trusted Sources.  
Premium Inventory.

# WHY PARTICIPATE?



## Compelling Content

Built for news publishers, CNN Newsource is the industry's best source for news video. From breaking news to the big headlines of the day along with entertainment, business, lifestyle and viral video, nobody does it better. Our VAN platform draws from CNN and 1,000+ news partners, with the best trending stories specially curated for easy publishing.



## Easy to Use

The VAN dashboard is intuitive and easy to use. Discover great content across multiple categories and quickly embed videos into existing articles or publish automated feeds on your section fronts.



## Premium Inventory

Use the power of VAN to create additional video inventory for your local advertising sales. Simply provide your ad tags and we will place your ads into the VAN player. CNN Newsource can also backfill any unsold inventory with our national advertising if you choose.



## Exclusive Access

VAN is exclusively available to CNN Newsource affiliates and select distribution partners. Content is always protected within a premium environment.



## Flexible Technology

Our HTML5 player features responsive design, high-definition video, fast player load time, quick delivery of video content, and compatibility with various browser and advertising specs. MRSS video feeds are also available to enhance your workflow.



## Video Metrics

Track your VAN video performance 24/7 on the CNN Newsource website. View aggregate and individual video data as a content publisher and/or owner.





# HOW IT WORKS

## Partner with the leader in breaking news

**CNN VAN** offers a wide variety of topical videos, curating the best content from CNN and our local news partners. You can sell local ads against VAN video inventory to optimize your revenue.



### Expertly Curated Content

CNN Newsource experts curate the best content from CNN and local news partners for easy discovery and publishing.

### Premium Inventory for Your Ad Sales

Include locally sold ads in the VAN video inventory on your site to maximize revenue opportunity. Unsold inventory can be filled with national ads sold by CNN Newsource.

### Easy, One-Click Publishing

Find a wide variety of breaking, topical and viral digital videos on the CNN Newsource website. Publish via a simple embed code across all your platforms.



**Content From:** **CNN + 1,000+ Local News Partners**



**Ads From:** **Your Local Ads and CNN Backfill**



VAN is part of a comprehensive suite of digital offerings from CNN Newsource—an affordable, end-to-end solution for digital news publishers—including video, articles and images.

VAN videos are continuously updated and curated by the experts on the CNN Newsource Digital team. With topics ranging from the latest breaking news to health, money, politics, entertainment and more, you'll have the variety you need. There are multiple ways to publish VAN videos, from single videos to keyword feeds, to custom playlists and more.

# WHAT YOU GET WITH CNN NEWSOURCE DIGITAL



Turnkey Video  
Player Technology



Digital Video



CNN  
Newsgathering  
Worldwide



Text



Images  
& Graphics



1,000+ Local  
News Partners



24/7  
Editorial Support



Digital Audience  
Expertise



Premium Inventory  
for Local Ad Sales

