

CNN®



CNN

CNN

CNN presents credible, comprehensive and unbiased coverage of events and news around the world, around the clock. CNN has a singular commitment to high-quality journalism, serving as the network of record for every major event around the world. With global newsgathering resources and a reputation for exceptional reporting of breaking events, CNN has become synonymous with immediacy and in-depth news coverage. CNN provides an unrivaled mix of news and information through news-cast, interview & debate, business, technology and documentary programming. 96.2 million U.S. subscribers as of September 2007.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour
If system carries HLN & TBS: Additional 1 minute per hour

Times: 2 minutes at 00:48
If system carries HLN & TBS: 1 minute at 00:19

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 96.2 million
Source: Nielsen Universe Estimates, September 2007

Service Type: Basic, Wireless, Broadband, VOD

Satellite Feed: Single

Launch Date: June 1980

Ownership: Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. **REACH:** In a time when reach really matters, CNN is essential to a marketer's advertising mix. CNN Provides the largest exclusive audience among all networks.¹ Meaning that to reach the largest, unduplicated news-viewing audience, advertisers need CNN.
2. **TRUST:** The Prestigious Pew Study ranks CNN as the most trusted source for news - including cable, broadcast and print.²
3. **CREDIBILITY:** Driven by quality journalism, CNN is the most honored, most comprehensive, most trusted news organization in the world, taking views deeper into each and every story. Top news papers quote CNN as the #1 source for news stories, more than any other news organization.³
4. **VIEWERS:** CNN is a top choice among a community of the most highly prized consumers: Influentials. They are the ones that tell others where to invest, how to vote, and what to buy. Influentials are well-connected, well-informed brand advocates. In a world where word of mouth means more than ever before, reaching them means reaching far beyond the average consumer.
5. **Brand:** You are known by the company you keep. CNN is a high-energy brand that consumers associate with leadership and trust. Advertisers' messages have more value and meaning when conveyed in an environment that stands for engagement, connection and brand power.

Sources: 1 Nielsen Media Research, N' Power, 6-min qualifier, month of year unification, Jan.-Oct. 2007 (01/01/07-10/28/07)
2 Pew Research Center Biennial News Consumption Survey, June 2006;
3 Nielsen Buzz Metrics 2006



RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

VIEWER PROFILE

Median Age:	49	Ethnicity Breakdown:	
Median Individual Income:	\$41,600	White	78%
Median Household Income:	\$63,900	Black	11%
College Degree or Higher:	32%	Asian	3%
Average # of Children in Household:	1	Other	8%
		Origin	
		Non Hispanic	91%
		Hispanic	9%

Source: MRI Spring 2007

VIEWER LIFESTYLE

Base: P18+

	<u>CNN Index</u>		<u>CNN Index</u>
Buy <i>Forbes</i>	175	Connect to internet from home via cable modem	125
Buy <i>Business Week</i>	169	Obtained financial information online	125
Buy <i>Fortune</i>	167	Have a personal line of credit	124
Own a Mercedes	146	Visited Australia/New Zealand/South Pacific	124
Traded stocks, bonds, or mutual funds on the Internet	144	Visited Virgin Islands	123
Own a Lexus	142	Belong to an auto club	121
Personally own securities value at \$150,000+	142	Have a 529 Plan (college savings plan)	121
Spent \$5,000+ on a domestic vacation	134	Have an IRA	121
Obtained medical information online	131	Household owns investments real estate	120
Taken on all inclusive foreign travel vacation	130	Buy <i>National Geographic</i>	118
Obtained information about real estate online	130	Used the internet more than once a day	117
Influentials sm (net)	130	Have a 401K	117
Personally own a money market fund	130	Own a BMW	116
Have taken a cruise of more than one day over past 3 years	126	Have PDA combination cellular/digital phone	116
Personally have a mortgage refinance/ consolidation loan	125	Use any online service	114
Belong to frequent flyer club	125	Spent \$3,000+ on most recent television set	110
		Bought an Apple iPod/past 12 months	109
		Personally own a digital camera	107
		Household owns a Apple iPod	104

Source: MRI Spring 2007

DAYPART VIEWING

<u>Time</u>	<u>Days</u>	<u>P18+ (000s)</u>	<u>P18+ VPVH</u>	<u>M18+ (000s)</u>	<u>M18+ VPVH</u>	<u>M18+ %Comp</u>	<u>W18+ (000s)</u>	<u>W18+ VPVH</u>	<u>W18+ %Comp</u>	<u>P25-54 (000s)</u>	<u>P25-54 VPVH</u>
24 hours	Mon-Sun	477	1105	236	546	49.5	241	559	50.5	172	399
8p-11p	Mon-Sun	748	1161	315	489	42.1	433	672	57.9	245	381
6a-12n	Mon-Sun	440	1071	224	545	50.9	216	526	49.1	165	401
12n-7p	Mon-Sun	552	1098	302	599	54.7	251	498	45.5	172	343
11p-2a	Mon-Sun	408	1125	181	499	44.4	227	626	55.6	185	511

Source: Nielsen Media Research, 1/1/07-10/18/07, based on a blend of Live +SD and Live +7.



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PROGRAMMING

PROGRAMMING GENRES: Business/Financial, News/Information, Health, Lifestyle

VIEWER TARGETED PROGRAMMING

Persons 18-49 & 25-54: *American Morning*, *Situation Room*, *Lou Dobbs Tonight*, *Campbell Brown Show**, *Larry King Live*, *Anderson Cooper 360°*

*Campbell Brown joins CNN March 2008. Program name TBD.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

American Morning: Monday - Friday 6am - 9am ET

Hosted by Kiran Chetry and John Roberts, *American Morning* is the only morning news program that truly is news-driven. Real news. Real journalists. No wonder more and more Americans start their day with *American Morning*.

The Situation Room: Monday - Friday 4pm - 7pm ET

The Situation Room, anchored by Wolf Blitzer, is all about immediate and complete access. Blitzer assembles CNN's top correspondents, analysts, contributors and guests for up-to-the-minute, rolling coverage of the day's events.

Lou Dobbs Tonight: Monday - Friday 7pm ET, Weekends 6pm ET

The big news stories of the day are driven by power, money and influence. Lou Dobbs - one of television's most perspective an important observers of power and the powerful - tells you who has it, who wants it and why you should care.

Campbell Brown Monday - Friday 8pm ET

Campbell Brown joins CNN March 2008. Program name is TBD.

Larry King Live: Friday 9pm & 12am ET

When the world's newsmakers have something to say... they trust the King of Talk. With over 40 thousand interviews over his career - you can trust Larry King to reveal a side of the story you won't get anywhere else.

Anderson Cooper 360°: Monday - Friday 10pm & 1am ET

Anderson Cooper 360° is a fast-moving, surprising and provocative hour-long newscast - covering not only the day's top stories, but the fascinating, the unexpected and the under-reported.



LEADING NATIONAL ADVERTISERS

Please contact CNN directly for more information.

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.cnn.com
Affiliate Website: www.turnerresources.com