

What You See: CNN Ad

CNN DELIVERS MORE NEWS TO MORE PEOPLE IN MORE WAYS.

FOX NEWS AND MSNBC AREN'T EVEN CLOSE.

70.6 million TV Viewers

***1 VS. FOX NEWS & MSNBC**

128.4 million TV/Web Users

***1 VS. FOX NEWS & MSNBC**

22 million TV/Web "Integrators"

***1 among all broadcast & cable nets**

1.4 billion Total Web Usage Minutes

***1 among news & information sites**

109.3 million Video Streams

***1 among news & information sites**

11.5 million Mobile Web Users

***1 among all news & current events sites**

1.6 million Mobile Video Viewers

***1 among all news sites**

4 million Audio Podcast Users

***1 among all broadcast & cable nets**

4.5 million Video Podcast Users

***1 among all media organizations**



THE WORLDWIDE LEADER IN NEWS

FOR ADVERTISING OPPORTUNITIES, PLEASE CONTACT US

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Sources (all data is U.S. only): (1) TV Viewers: Nielsen Media Research, NPOWER, 75% unification, 6 min. qualifier, P2+, M-Su Total Day 6a-6a, Avg. Mnthly 2009 Reach (12/29/08-7/26/09). Data based on Live+7 and +Same Day data streams. (2&3) TV/Web Users and TV/Web "Integrators"