



# GLOBAL PROGRAMMING

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INMA Presentation

MAY 24, 2022

# GLOBAL PROGRAMMING

- Who Are We?
- What Do We Do?
- What *Will* We Do?

# O&O

## THE HOT SEAT

### Mobile Web

CNN LIVE TV

## The Great Resignation isn't what you think it is

ANALYSIS

People leaving the workforce aren't coming back to the jobs, wages, and work-life balance they left. They're upgrading.

Even your backup grocery store is struggling to stay fully stocked.

These workers are the only ones really seeing higher wages.

These two countries are responsible for 'junkyard' in Earth's orbit.

No blue Christmas, but filling Santa's sleigh cost Hasbro a fortune.

Ford suspends some production because of chip shortage.

### Desktop

PODCAST: The Axe Files | LIVE UPDATES: Winter Olympics | Russia-Ukraine | TRENDING: Olympics | Joe Rogan | Kylie Jenner | 'Blaccent' accusations

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No blue Christmas, but filling Santa's sleigh cost Hasbro a fortune.

Tesla has been hit by the crypto craziness, too.

Two countries are responsible for 'junkyard' in Earth's orbit.

Ford suspends some production because of chip shortage.

Opinion: Expect markets to be on a wild ride until the Fed acts.

Spirit and Frontier Airlines plan to merge.

US intel indicates Russian officers have had doubts on full-scale Ukraine invasion.

Ukrainians prepare for war at the site of the world's worst nuclear disaster.

Live updates: Biden will meet with Scholz.

China's Olympic star is also undeniably American.

Skater Zhu Yi focused on 'coping mentally'.

Live updates: Here's what happened at the Winter Olympics on Monday.

Analysis: Every Republican should be required to read this Lisa Murkowski quote.

Spinal cord stimulation study puts people with paralysis on their feet again.

See leaked footage of fighter jet crashing into South China Sea.

NFL star Kamara arrested on battery charge.

18 rescued from sheet of ice on Lake Erie.

'Show some respect': Crumley parents' romantic gestures irritate prosecutors.

Donald Trump quietly makes millions from coffee table book.

Analysis: The Republican Party enables Trump's politics of violence.

Kinzinger: Trump was the 'worst president' the US has ever had.

Analysis: Pence crashes career into Trump.

Colleges are canceling teaching programs.

Biden science adviser apologizes for 'demeaning' colleagues.

Dwayne Johnson reconsiders Rogan support.

60,182

7,324 Quality 75%

Desktop

Mobile

Tablet

View in:

Real-Time

Test Results

News and buzz

The coronavirus pandemic

See if you qualify for FREE Internet from Xfinity

FREE

Free Internet Service

Affordable Connectivity Program

Learn more

FACT CHECK

Vaccine-related misinformation

### App

1:36

CNN Watch TV

Top News Your CNN World Politics Business

## The Great Resignation isn't what you think it is

ANALYSIS

The stock market is off to a choppy 2022. Here's what you need to know.

Is the 'Great Resignation' not so great for America?

These workers are the only ones really seeing higher wages.

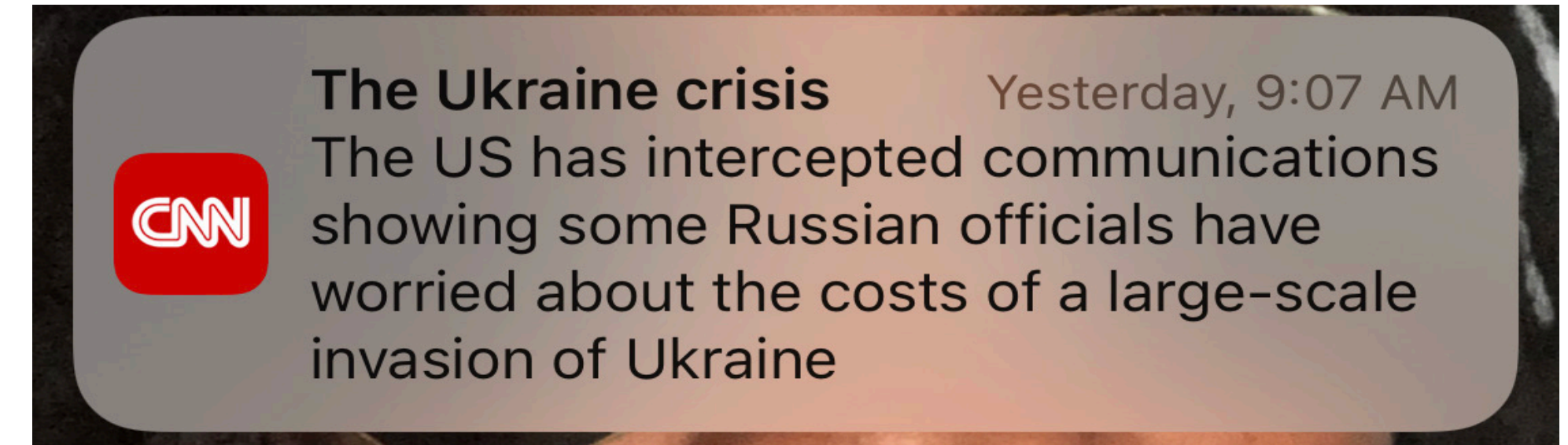
Opinion: Expect markets to be on a wild ride until the Fed really starts raising rates.



# OPNA

## OFF-PLATFORM AND NEW AUDIENCES PROGRAMMING

- Alerts – timing, targeting, working with content desks
- Newsletters – reader feedback workflow
- Social Publishing – revenue, innovation
- Aggregators – targeting
- Opportunities



## Biden's media diet: Newspapers, magazines, books, and Apple News



By [Brian Stelter](#), CNN Business

Updated 11:49 PM ET, Sun December 6, 2020



# PARTNERING

- Content Desks
- Audience Development
- Product Organization
- Business and Revenue

**SUMMARY of CNN DAILY TRAFFIC AND USAGE (MM)**

	Uniques	vs. Prior 4 DOW Avg*		Content Consumption Time (Hours)
<b>CNN Digital Total</b>	<b>27.7</b>	<b>17%</b>	<b>▲</b>	<b>1.59</b>
CNN Core	17.1	4%	▲	1.08
CNN International Site	1.7	-5%	▼	0.09
CNN International Apps	0.5	-4%	▼	0.05
CNN Business	8.0	106%	▲	0.21
CNN Espanol	1.0	-18%	▼	0.03
CNN Arabic	0.3	-17%	▼	0.01
CNN OTT Devices	0.1	-5%	▼	0.15
CNN Offsite Player	n/a	n/a		0.01
<b>CNN Core Total</b>	<b>17.1</b>	<b>4%</b>	<b>▲</b>	<b>1.08</b>
CNN Domestic Site	14.5	5%	▲	0.74
CNN Domestic Apps	2.6	-1%	▼	0.34
<b>CNN International Total</b>	<b>3.2</b>	<b>-2%</b>	<b>▼</b>	<b>0.16</b>
CNN Domestic Site (excl. U.S. / Canada)	0.4	-20%	▼	0.01
CNN International Site	1.7	-5%	▼	0.09
CNN International Apps	0.5	-4%	▼	0.05
CNN Business (excl. U.S. / Canada)	0.6	32%	▲	0.01

# TESTING



## Captivating our content-led audience

- Mobile web and desktop articles
- Stories with high side-door affinity
- Adding prime positions outside of legacy homepages
- A/B testing on and off + positions on page

WORKING TITLE	PLATFORM	LEAD *assistance requested	APPROVING MANAGER	START DATE	END DATE	% COMPLETED
NFT Link Promotion	DESKTOP	G.COTTON	M.MABRY, Z. WADE	11/1/2021	4/30/2022	
Rotating, story-level linking modules	ARTICLE	Z.WADE	M.MABRY	Date	4/30/2022	
Budget Builder					4/30/2022	
Enhanced Headline Testing	DESKTOP, MOBILE, APP	*E.HERNANDEZ, *S. MAYS, K. GLAESER	K. GLAESER	Date	4/30/2022	
CNN Dig. Project Tracking Hub	SHAREPOINT	G.COTTON	Z.WADE		4/30/2022	
Programming and DPNA look ahead	EMAIL	Z.WADE	M.MABRY		4/30/2022	
SPECIAL EVENT PROGRAMMING	SPECIAL EVENTS TAB	SPECIAL EVENTS TAB	SPECIAL EVENTS TAB	SPECIAL EVENTS TAB	4/30/2022	
DELILAH: Programming Feedback Loop with Editorial	DESKTOP, MOBILE, APP	K.TRAMMELL	M.MABRY		4/30/2022	
#CNN_guidance Slack Channel	SLACK	K.GLAESER	M.MABRY		4/30/2022	
Follow/Notify	App	Z.WADE	N/A	10/11/2021	N/A (early Feb.)	
Project Blue Whale Design Sprint	MOBILE, APP	Z. WADE, T. ESCOBEDO, M. MABRY, *D. WINE	M.MABRY	11/11/2021	1/27/2022	

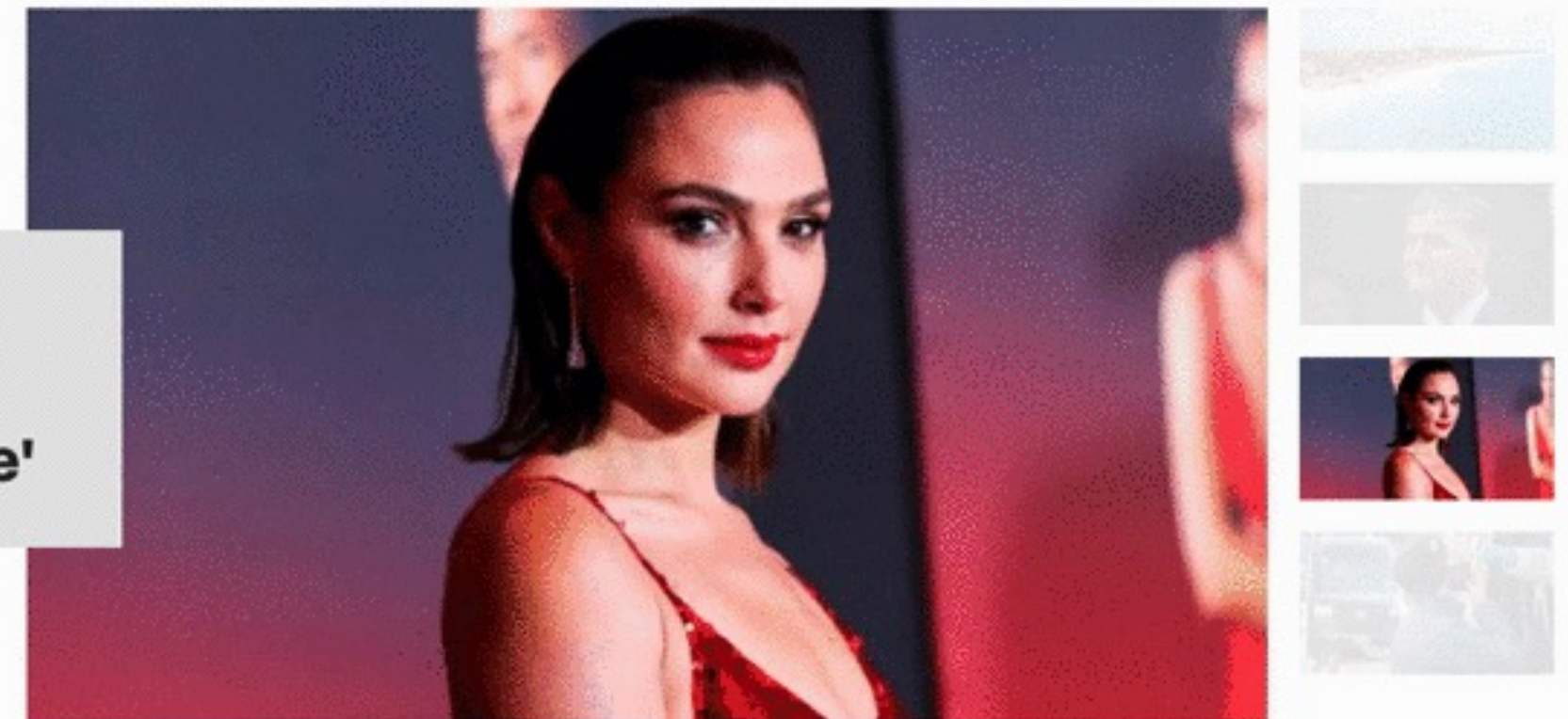
isolated lockdown catastrophe

**Hong Kong (CNN)** — Darryl Chan tested positive for Covid-19 when he landed in Hong Kong last month. More than two weeks later -- and despite never showing any symptoms -- he remains isolated in a hospital bed with no sign of being allowed to leave.

"I think the worst part is not knowing when I'll be able to get out," he said. "You're almost feeling you are back at school, with controlled wake-up and bedtime, (and) not being able to control what you can eat."

### You might like

**Gal Gadot says controversial 'Imagine' video was in 'poor taste'**



Hong Kong, along with mainland China, is one of the few places in the world still pursuing a **3 Covid policy**. The city's priority is reopening borders with the mainland, not the rest of the world, Hong Kong authorities have said.

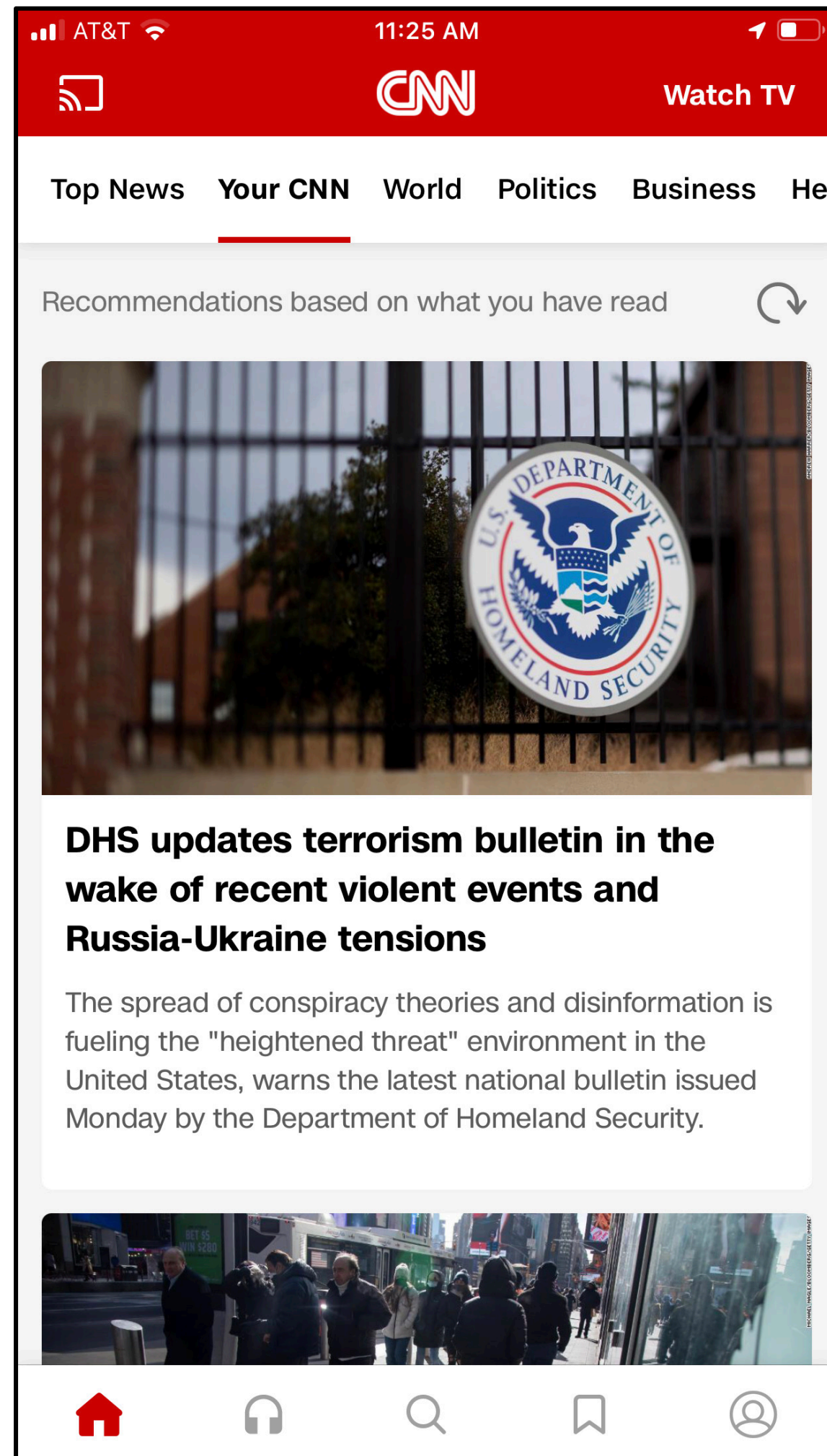
That means most non-residents are banned from entering, while almost all overseas arrivals must undergo **4 21 days of quarantine** -- even if they are fully vaccinated.

Hong Kong deems travelers from **6 United Kingdom** as a high-risk for the Omicron variant,

# UX/UI



## Working with Product to build next experiences:



## Working with desks to create best practices for article curation:

### View Chartbeat's 'Heads Up Display' to move high-clicked recirc content higher

- Example: We moved the related story on a Virginia family's Covid loss that had a No. 1 ranking from the BOTTOM of the article to the TOP

