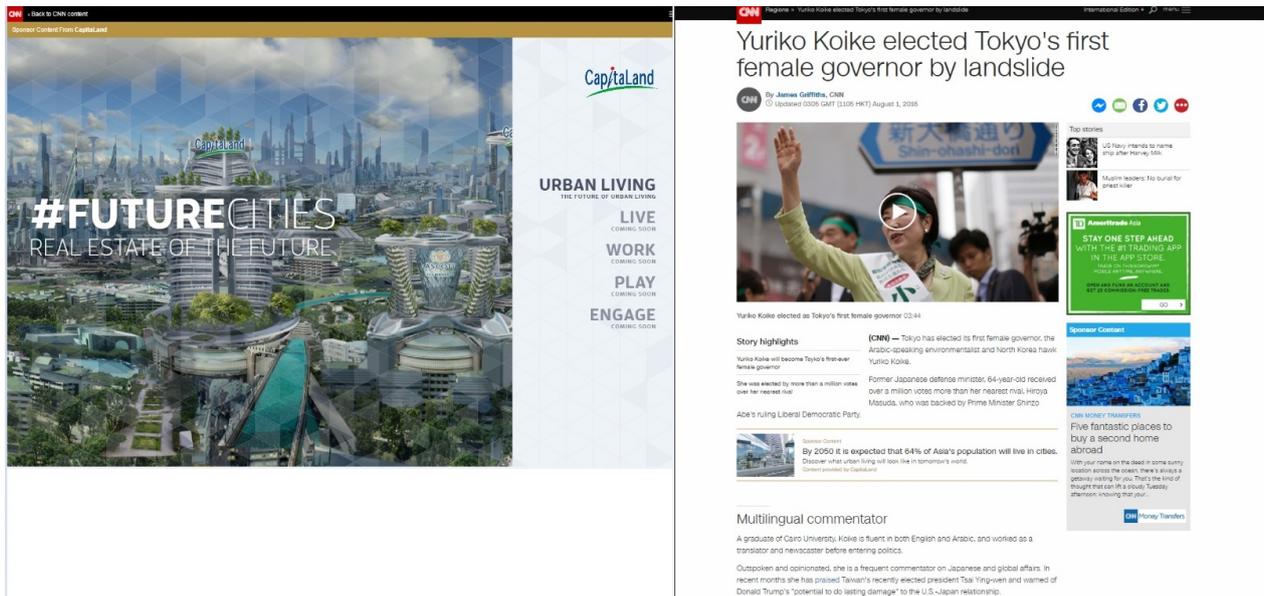


# CNN International Commercial Takes Digital Advertising to the Next Level with ‘Native 2.4’

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CNN is rolling out industry-leading native advertising solutions to optimise the performance of digital campaigns from commercial partners and enhance the experience of audiences engaging with branded content and digital advertising on CNN platforms.

Through a new partnership with the industry's leading native advertising platform Sharethrough, CNN International Commercial (CNNIC) is now offering dynamic native and branded content advertising formats in prominent positions across CNN Digital platforms – a move that takes advertising on CNN Digital even further beyond the traditional ad banner. Using Sharethrough, CNNIC developed and tailored exclusive new formats and templates so that native solutions on CNN's international digital properties offer both a seamless user experience and tremendous value to CNN's advertisers. The main benefits are in dwell time and engagement, as the Sharethrough/Nielsen Neuroscience Study shows that native ads receive double more visual attention than banner ads.



- Asia real estate company [CapitaLand](#) is one of the first brands to use the new solution from CNN International Commercial for native advertising placement and a branded content hub

## CNN Digital's “Native 2.4” programme focuses on several key benefits:

**DYNAMIC FORMATS:** New ad formats on CNN Digital platforms include instant play native video, graphic text over video, infographics, long-form video, articles and galleries to increase engagement across all digital platforms, focused on mobile. All native content is labelled as “Sponsor content” and includes clear disclosures to ensure transparency with the user.

**SMART PLACEMENT:** Placement of native advertising fits in naturally across the international edition of CNN Digital properties including key verticals such as CNN Style, CNNMoney, CNN Sport and CNN

Travel, and premium inventory such as the CNN homepage. Clearly labelled native content is now presented in the style of CNN editorial content, with the ability to be placed directly in editorial streams of content and alongside relevant CNN editorial videos and articles.

**INTELLIGENT DATA INSIGHT:** Building on CNNIC's CNN AIM (Audience Insight Measurement) commercial data offering, the new native solutions are powered by data. This enables targeting of specific audience segments, A/B testing of creative executions, real-time optimisation of campaigns and detailed reporting metrics to deliver clients with true marketing insight.

**CREATIVE EXCELLENCE:** CNNIC's award-winning brand content studio, CREATE, which has produced branded content for international advertisers for ten years, is the creative powerhouse behind the native content delivered through these solutions. Separate to CNN editorial, CREATE works with CNNIC's commercial partners to deliver branded content that resonates with CNN audiences across linear, digital and social platforms

"We are bringing together the full suite of new formats, prominent and seamless placement, and the power of data and creative content for clients to truly engage with CNN audiences in a native environment," said **Rob Bradley**, Director of Digital Revenue and Data, CNN International Commercial. "The result is an engaging brand storytelling experience created for peak performance and with the flexibility of dynamic optimisation. Clearly labelled to ensure transparency, this solution created with our partners at Sharethrough also ensures that our users are served high quality and engaging native content that's relevant to them. In an age of overused buzzwords, this solution, which we're calling Native 2.4, finally adds real substance to the term 'native advertising'."

"Like us at Sharethrough, CNN believes in a future where ads are built on a foundation of respect and quality — ads that fit in. The CNN team has enthusiastically embraced this new advertising model, and are using the Sharethrough platform in a unique and sophisticated way. When combined with the high quality content being created by CNN's brand content studio, native ads have the power to engage and persuade unlike any traditional marketing strategy," said **Dan Greenberg**, CEO and Co-Founder, Sharethrough.

Notes to Editors:

**For more information, please contact:**

**Dan Faulks**  
**Director, Communications**  
**CNN Europe, Middle East & Africa**  
**Tel: + 44 20 7693 1362**  
[Dan.Faulks@turner.com](mailto:Dan.Faulks@turner.com)

#### About CNN International

CNN's portfolio of news and information services is available in seven different languages across all major TV, digital and mobile platforms reaching more than 425 million households around the globe. CNN International is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America and has a US presence which includes CNNgo. CNN Digital is a leading network for online news, mobile news and social media. CNN is at the forefront of digital innovation and continues to invest heavily in expanding its digital global footprint, with a suite of award-winning digital properties and a range of strategic content partnerships, commercialised through a strong data-driven understanding of audience behaviours. Over the years CNN has won multiple prestigious awards around the world for its journalism. CNN has 41 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner, a Time Warner company.

### About Sharethrough

Founded in 2008, Sharethrough is the leading global native advertising platform, helping publishers maximize revenue and brands earn meaningful attention by powering ads that fit into - rather than interrupt - the audience experience. Sharethrough's flagship product, Sharethrough for Publishers (SFP), is a Supply Side Platform that powers over three billion monthly ad impressions for the world's leading publishers, including CNN International, Time Inc., Scripps Networks Interactive, Wenner Media, USA Today Sports, and Forbes. Sharethrough is headquartered in San Francisco, with offices in New York, Chicago, Los Angeles, Austin, Detroit, London, Tokyo and Toronto.