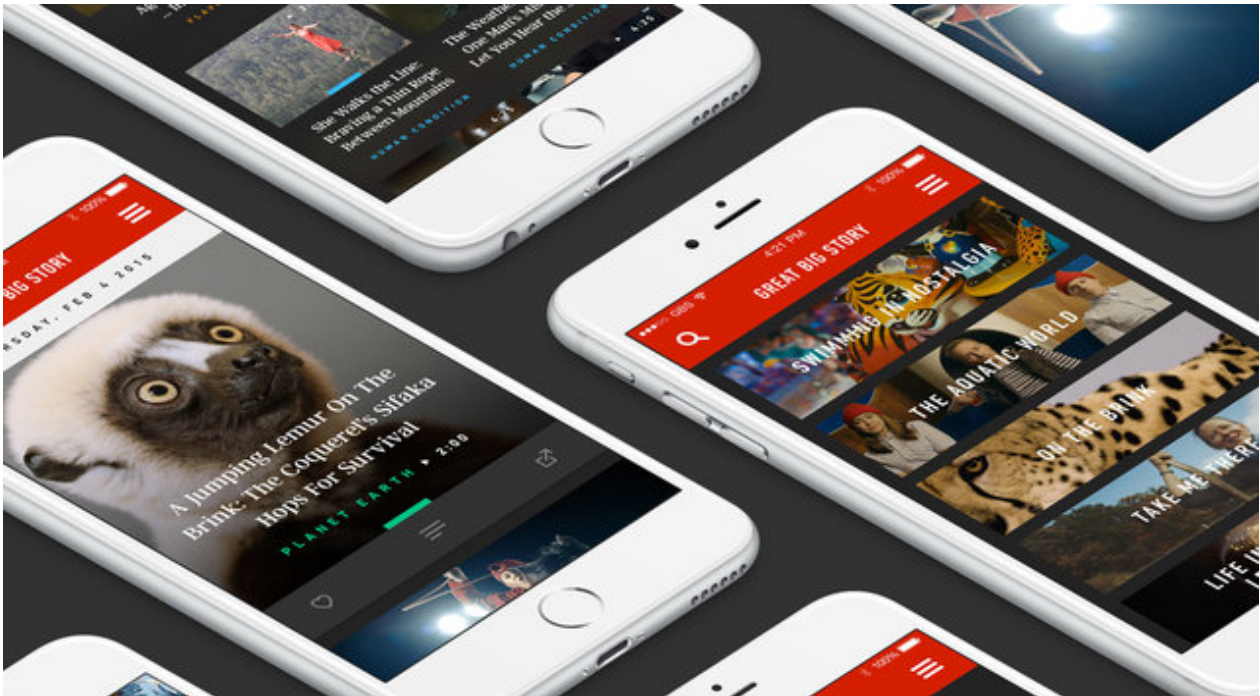


# Great Big Story to Expand Globally with Nordics Launch

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## • CNN-Backed Digital Video Network Partners with Storyfire

A new breed of storytelling will come to Denmark, Sweden, Norway and Finland next year with the launch of **Great Big Story Nordics**, the breakout digital video network's first foray into storytelling for a regionally specific audience.



Announced today in Copenhagen at industry conference NewsXchange, Great Big Story Nordics is a collaboration between CNN-backed media brand Great Big Story and Stockholm-based production company Storyfire. The partnership, brokered by CNN International Commercial, will connect Great Big Story's distinct and powerful content with the region's highly engaged, mobile consumers. For sponsors, the deal means unique opportunities to build deep and authentic relationships with a young, affluent, and globally curious audience.

"We've now told stories in more than 60 countries and earned more than 10 million engaged followers from all over the world," said **Chris Berend**, co-founder of Great Big Story and senior vice president, digital video for CNN. "GBS Nordics is an exciting way to deliver on our strategy of continued global expansion and relevance. With Storyfire, we've identified a partner who shares our standards and passion for storytelling in a region consuming massive amounts of mobile video."

Great Big Story Nordics will launch in early 2017 with dedicated web and social channels, providing viewers a mix of the network's best existing content in local language, as well as new original video co-produced by Storyfire. Inspired by local wonders, unique culture and amazing characters, the partnership's original editorial and sponsored content will have immediate global reach through Great

Big Story's existing footprint. The agreement also enables Great Big Story to use Storyfire video on its flagship channels to share an even broader international perspective with its audience.

"We are both proud and excited about the partnership around GBS Nordics. Through Great Big Story's network, we are able to create and share content, reaching millions of people worldwide", said **Tobias Bringholm**, CEO of Storyfire. "When the standard for watching high quality videos takes the next step, moving from TVs to computers or smartphones, I am proud that it is Storyfire who's leading the movement in the Nordic region."

"A huge appetite for consuming video via mobile devices makes the Nordics an ideal market for the first local language version of Great Big Story," said **Greg Beitchman**, Vice President of Content Sales and Partnerships, CNN International Commercial. "In recent years, we have successfully worked with local partners to create local CNN-branded digital and linear channels - it's exciting to be part of Great Big Story's first international launch."

The venture will be based from the Storyfire headquarters in Stockholm, where producers from both partners will work closely to establish the brand in the region.

#### **Notes to Editors:**

For more information, please contact:

**CNN International Commercial:** Dan Faulks | VP Communications | Tel: + 44 20 7693 1362 | [Dan.Faulks@turner.com](mailto:Dan.Faulks@turner.com)

**Great Big Story:** Eric Gonzalez | Communications | +1 212 275 8492 | [eric.gonzalez@turner.com](mailto:eric.gonzalez@turner.com)

#### **About Great Big Story**

Founded by CNN in 2015, Great Big Story is a digital video network covering awesome, untold and inspiring stories. Its goal: to reach tens of millions of intellectually curious, mobile consumers weekly through non-fiction video across five verticals: human condition, planet earth, frontiers, flavors and origins. In just one year, Great Big Story has developed a multiplatform audience of more than 10 million people by beaming its stories everywhere you watch video - from Facebook, YouTube and Instagram, to Snapchat, Roku and Apple TV. [www.greatbigstory.com](http://www.greatbigstory.com)

#### **About CNN International Commercial**

CNNI Commercial (CNNIC) is responsible for CNN's intercontinental commercial operations, spanning a diverse linear and digital news and information portfolio across five continents. This includes platforms such as CNN International, CNN en Español, CNN Arabic, Great Big Story, CNN Style and CNNMoney, and a number of other verticals and local properties. CNNI Commercial delivers best-in-class, award-winning cross-platform ad sales, brand and marketing solutions combined with advanced digital trading and data capabilities. It operates a Content Sales and Licensing business, which offers a suite of consultancy, content and CNN-branded initiatives around the globe. It also has a business development unit that establishes strategic partnerships to serve new audiences. The organisation's branded content studio, Create, has been producing award winning content for clients for over ten years. CNNI Commercial is part of Turner, a TimeWarner company. For more information, visit <http://commercial.cnn.com>

#### **About Storyfire**

Storyfire is a Swedish start-up that is passionate about telling stories — stories that engages and affects. By producing and distributing high quality videos for the platforms where they provide the greatest impact, Storyfire reaches further than traditional publishers. Storyfire is based in Stockholm,



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but works across the whole Nordic region. The company consists of about 25 employees, with wide experiences in development, production and distribution of videos.