

CNN AIRPORT NETWORK



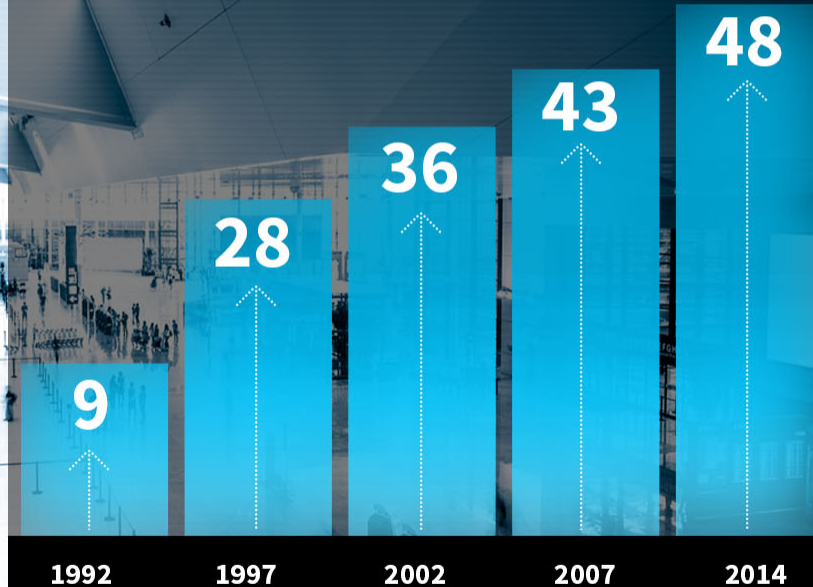
Albany International
Anchorage International
Atlanta DeKalb Peachtree
Atlanta Hartsfield-Jackson International
Baltimore Washington International
Boston Logan International
Chicago Midway
Chicago O'Hare International
Cincinnati/Northern Kentucky International
Cleveland Hopkins International
Dallas/Ft. Worth International
Dallas Love Field
Dayton International
Denver International
Detroit Metro Wayne County International
Houston Bush Intercontinental
Houston William P. Hobby
Huntsville Madison County
Indianapolis International
Jacksonville International
Kansas City International
Ketchikan International
Knoxville McGhee Tyson
Los Angeles Ontario International
Memphis International
Miami International
Minneapolis/St. Paul International
Myrtle Beach International
Nashville International
New York John F. Kennedy International
New York LaGuardia
New York Long Island Islip MacArthur
Newark Liberty International
Oakland International
Orlando International
Pensacola Gulf Coast Regional
Philadelphia International
Phoenix Sky Harbor International



AIRPORT DISTRIBUTION

Since 1992 CNN Airport Network has been a trusted travel companion. Starting with 9 airports in 1992 we have expanded to 48 airports by 2014.

NUMBER OF AIRPORTS



AN UPSCALE & INFLUENTIAL AUDIENCE



Median age: **42**

Median HHI: **\$125,000**

HHI \$100K+: **205 index**

HHI \$250K+: **335 index**

Top Management: **336 index**

Prof/Managerial: **192 index**

Graduated College/+: **225 index**

Source: 2013 MRI Custom Cable
Study & Nielsen Custom Study 2013



CNN AIRPORT NETWORK

AVID TRAVELERS

A VALUED DEMOGRAPHIC



14

Roundtrip business flights per year

5

Roundtrip leisure flights per year

30

Nights in a hotel per year

28

Days in a rental car per year

Source: Nielsen Custom Study 2013



ELUSIVE AUDIENCE FREQUENT FLYERS

▶ **153** Index for light
TV viewership*
*0-13 half-hours/week

▶ CNN Airport Network
provides a new
audience

Source: 2013 MRI Custom Cable Study



250 MILLION ANNUAL VIEWERS

718.8 MILLION TICKETED
AIRLINE PASSENGERS

479 MILLION PASSENGERS WILL
PASS THROUGH APN AIRPORTS



308.1 MILLION
POTENTIAL
VIEWERS



Source: Nielsen Custom Study 2013

REACH ENGAGED VIEWERS



▶ **84**
MINUTES

The average
time air travelers
spend at the gate.

▶ **52**
MINUTES

The average time air
travelers spend watching
CNN airport network.

Source: Nielsen Custom Study 2013



CNN AIRPORT NETWORK

nielsen MEASURED

PLACE-BASED VIDEO REPORT



- ▶ A syndicated study measuring digital place-based networks
- ▶ Most authoritative source of data in the space
- ▶ Provides comparable impression data to TV and digital
- ▶ Provides average audience sizes and demographic breaks
- ▶ CNN Airport Network continues to rank in the top 3 networks among P18+ and P25-54



AIR YOUR MESSAGE IN
48 AIRPORTS NATIONWIDE
2,100+ GATES



Albany International
Anchorage International
Atlanta Dekalb Peachtree
Atlanta Hartsfield-Jackson International
Baltimore Washington International
Boston Logan International
Chicago Midway
Chicago O'Hare International
Cincinnati/Northern Kentucky International
Cleveland Hopkins International
Dallas/Ft. Worth International
Dayton International
Denver International
Detroit Metro Wayne County International
Houston Bush Intercontinental
Houston William P. Hobby

Huntsville Madison County
Indianapolis International
Jacksonville International
Kansas City International
Ketchikan International
Knoxville McGhee Tyson
Los Angeles Ontario International
Memphis International
Miami International
Minneapolis/St. Paul International
Myrtle Beach International
Nashville International
New York John F. Kennedy International
New York LaGuardia
New York Long Island Islip MacArthur

Newark Liberty International
Oakland International
Orlando International
Pensacola Gulf Coast Regional
Philadelphia International
Phoenix Sky Harbor International
Sacramento International
Saint Louis Lambert International
Salt Lake City International
San Francisco International
San Jose International
Savannah/Hilton Head International
Seattle-Tacoma International
Spokane International
Tallahassee Regional
Washington Dulles International
Washington Reagan National

*San Diego International activating in 2015



SHOWCASE YOUR BRAND

WITH LEADING EDGE TECHNOLOGY



- 42" LCDs
- High quality Bose audio system
- Volume adjusts based on level of ambient noise
- Audio interfaces with paging systems allowing passengers to hear pages and boarding announcements
- On-site field technicians provide proactive system evaluation 5 days/week



CNN AIRPORT NETWORK

ALIGN YOUR BRAND

PREMIUM PROGRAMMING



LIVE NEWS & ENTERTAINMENT

New Day
Morning Express
CNN Newsroom
The Situation Room
Fareed Zakaria GPS
Morgan Spurlock - Inside Man
Mike Rowe - Somebody's Got To Do It
Anderson Cooper 360
Anthony Bourdain - Parts Unknown
Real Sports with Bryant Gumble
Conan

SPECIAL FEATURES

SPONSORED PROGRAMMING

Business Class
Money First
PGA Golf Tips
Steamboat Ski Tips
Travel Guides
Weather Center

SPORTS

EXTENSIVE LIVE SPORTS EVENTS

NFL games including Super Bowl
NBA games including Playoffs
NCAA Basketball
MLB Postseason



ALIGN YOUR BRAND

EXCITING, LIVE SPORTS



AUG - FEB

*From preseason
to Super Bowl!*

70+

preseason & regular
season games

10+

postseason
games



OCT - JUNE

*Regular season
& playoff games!*

90+

regular season &
playoff games



CNN AIRPORT NETWORK

GETTY IMAGES

ALIGN YOUR BRAND

EXCITING, LIVE SPORTS



MARCH &
APRIL

15+
tournament
games including
Final Four



OCTOBER
10+

postseason games from
Wild Card to League
Championships



AIRPORT NETWORK EXCLUSIVE

CONTEXTUALLY RELEVANT CONTENT



SAMPLE FEATURES

TRAVEL

Family Adventures
Roadside America
Great Escapes

BUSINESS

At the Top
Business Class
Doing Business In
Opening Bell

PERSONAL FINANCE

Money 101
Money First
Retirement Rules

HEALTH

Healthy Traveler
Health Wise
Executive Health

LIFESTYLE

Best Eats
Real Simple
Well Being

SPORTS

Golf Tips
Ski Tips
Sports Updates

GENERAL INTEREST

Allergy Report
Book list
Family Adventures
Form + Function
Icons of Culture
Travel Trivia
Weather Update
Well Being



CNN AIRPORT NETWORK

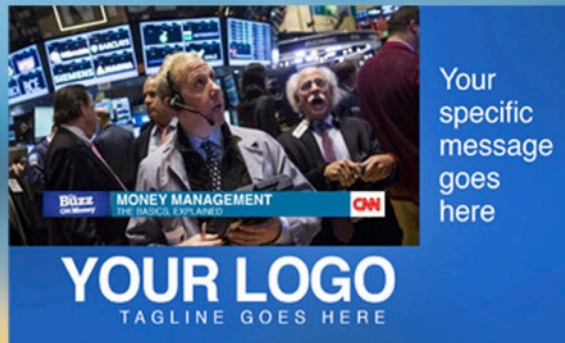
IN-PROGRAM BRANDING



ENTITLEMENTS

SQUEEZEBACK "L" UNIT

"U" shaped ad unit
that appears every
:60 during feature



ANIMATED BANNER

Advertiser's product &
tagline on banner ad
animates on and off
screen every :60 during
feature



ON-THE-GROUND ADDED VALUE

HUDSON NEWS STORES



More Opportunities to Extend Your Brand in Airports

- Signage: hanging, or framed posters
- Front of Store Banners
- Plasmas: ad in a 42" screen
- Sampling Programs
- Branded Shopping Bags
- Branded Coffee Sleeves
- Receipt Messaging

Locations in the U.S. and Canada

- 69 Locations
- 61 Airports
- 56 Markets



CNN AIRPORT NETWORK

ON-THE-GROUND ADDED VALUE

DISPLAY SPACE



Display available at the following airports:

- Atlanta Hartsfield-Jackson International Airport (ATL)
 - Boston Logan International Airport (BOS)
 - Chicago Midway Airport (MDW)
 - Chicago O'Hare International Airport (ORD)
 - Cleveland Hopkins International Airport (CLE)
 - Dallas Ft. Worth International Airport (DFW)
 - Denver International Airport (DIA)
 - Detroit Metropolitan Wayne County Airport (DTW)
 - Kansas City International Airport (MCI)
 - Minneapolis-St. Paul International Airport (MSP)
 - Nashville International Airport (BNA)
 - Oakland International Airport (OAK)
 - Philadelphia International Airport (PHL)
 - Phoenix Sky Harbor International Airport (PHX)
 - San Francisco International Airport (SFO)
 - Seattle-Tacoma International Airport (SEA)
 - St. Louis Lambert International Airport (STL)
- * Based on availability



POSITION YOUR BRAND

IN AN INFORMATIVE & ENTERTAINING ENVIRONMENT



➔ **81%**
of air travelers watch
CNN APN

➔ **89%**
of viewers agree CNN APN
helps me stay in touch with
what's happening in the world

Source: Nielsen Custom Study 2013

CNN AIRPORT NETWORK

PARTNER WITH A NETWORK

IMPROVING THE TRAVEL EXPERIENCE

 **82%**

of viewers say watching CNN APN makes the time spent in the airport more worthwhile.

 **90%**

of viewers feel CNN APN enhances the airport environment.

Source: Nielsen Custom Study 2013



CNN AIRPORT NETWORK



SUMMARY OF BENEFITS



UPSCALE DEMOS

Successful, highly educated viewers are watching CNN Airport Network

SCALE

250 million annual viewers watching in 48 airports

CAPTIVE AUDIENCE

Viewers are spending record times at the gates and other areas of the airport and they're spending more time watching CNN Airport Network

ENGAGING CONTENT

The best of CNN and HLN, entertainment, live sports and feature programming. Sponsorships offer high-impact branding during relevant content designed for travelers