



2020 MEDIA KIT



WarnerMedia

CONTENTMIX

The Best of WarnerMedia

Programming specific to airports and relevant to air travelers.

The network is programmed live, 24 hours a day, and has a dedicated staff to adapt to the ever-changing needs of our airports. CNN Airport Network does not air footage of commercial aviation crashes and other stories that would be inappropriate for a family-friendly airport environment.

48%

Lifestyle & Entertainment

16%

Live CNN

17%

Business Headlines

19%

Sports

LIVESPORTS

2019/20 Seasons

Sports fans never have to worry about missing the big game.

CNN Airport Network has assembled one of the strongest lineups of national sports rights of any cable network group. These partnerships allow us to provide airport passengers live broadcasts of the most exciting sporting events from beginning to end!

80+

GAMES & SUPER BOWL



90+

GAMES & PLAYOFFS



15+

MARCH MADNESS GAMES



10+

POSTSEASON GAMES



LIFESTYLE

Programming Highlights

World-class entertainment

Our network has unparalleled access to content from WarnerMedia's world-class entertainment brands such as Warner Bros., TBS, and truTV. With so much variety to choose from, we have the unique ability to target seasonal family travel with kid-friendly content from Cartoon Network or to lighten things up during certain day parts with short segments from popular shows such as Conan, The Carbonaro Effect and HBO's award-winning Real Sports.



Conan



The Carbonaro Effect



Now Playing



Real Sports



Adventure Time

LONG-FORM PROGRAMMING

Highlights of CNN Originals

Critical acclaim for CNN's Original Series

The top-rated Emmy Award-winning CNN Original Series which includes *United Shades of America* with *Kamau Bell* as he explores communities across the country, using humor to start a conversation about race and how our differences unite and divide us. *The Movies*, produced by Tom Hanks and Gary Goetzman's studio Playtone, is a six part documentary miniseries that chronicles cinema in the United States, ranging from the "Golden Age of Hollywood" to the present day. *Chasing Life with Sanjay Gupta* follows Dr. Sanjay Gupta's travels around the world in search of the secret to living longer, healthier and happier. And *American Dynasties: The Bushes* explores the Bush family's complex internal dynamics – it's the first major series to ever deeply examine this one family which has so greatly impacted American political history.



Kamau Bell
United Shades of America



CNN
The Movies



Sanjay Gupta
Chasing Life

PASSENGERSRAVE

Compelling Content

Along with traditional Nielsen Research that tells us **90% of viewers feel that Airport Network enhances the airport environment***, our viewers and our airports use social media to let us know they love our new programming.



*Nielsen Research 2018




 **Jeremy Cohen** @RedNoseJeremy · Aug 29
Just In: A gate of angry delayed passengers watches @M_Carbonaro on @CNNAirportNet. Riot averted. #TheCarbonaroEffect

 **Scott Elmore** @scottelmore · Sep 22
Got to see the folks from @AUSTinAirport on @CNNAirportNet this morning talking about lost and found and helpful travel tips - #airports

 **First Time Caller** @KCSportsNerd · Sep 21
@KCIAirport @CNNAirportNet @nfl Got it. Thanks for the explanation. And great win, @KCchiefs!
📍 Los Angeles, CA

 **Rod Rakic** @rodtrakic 27 Dec 2016
@CNNAirportNet is playing "The Last Steps" documentary. I of course immediately get engrossed.
🗨 View conversation ↩ Reply ↪ Retweet ☆ Favorite ⋮ More

 **sramnyc** @sramnyc • July 20
@CNNAirportNet Flight home is delayed 2 hours, but watching #TheSixtiesCNN makes it all better

 **Ryan Northover** @RyanNorthover • Dec 18
@CommentaryCNN @CNNAirportNet best thing about airport travel in the United States

LOCAL INSERTION

Your Messages on CNN Airport Network

Each hour the local airport has 6, one minute, fullscreen spots available for local airport customized content, public service information and local advertising spots and concession information.

- Promote concessions and drive revenue
- Inform passengers about airport services and amenities
- 27 airports currently use their local insertion opportunities



EMERGENCY MESSAGING

Supplemental Messaging to Passengers

Installation of the CNN Airport Network includes the ability to use a supplemental emergency messaging system to enhance communications in the event of an emergency.



• Warn your passengers of need to **evacuate** or **rescreen**



• **Missing person** notifications

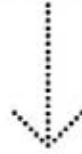


• **Courtesy pages** for hearing impaired



TUNITY

Personalized audio
experience.



Download Tunity app to sync
CNN Airport network program
audio directly to your mobile device.



CUSTOM EXPERIENCE

Wi-Fi Delivered Programming



CNN Airport Network offers alternate programming channels which can be delivered directly to passengers' tablets, laptops and smartphones via the airport's public Wi-Fi service. The custom designed channels are programmed from the WarnerMedia catalog of world-class content as well as local news, information and features.

AVAILABLE WI-FI CONTENT



60 AIRPORTS

2,400+ gates and
329 million annual
viewers

Covering the country



Albany Intl.
Anchorage Intl.
Asheville Regional Airport
Atlanta Hartsfield-Jackson Intl.
Baltimore Washington Intl.
Bellingham Intl.
Bermuda, L.F. Wade Intl.
Boston Logan Intl.
Chicago Midway
Chicago O'Hare Intl.
Cincinnati/Northern Kentucky Intl.
Cleveland Hopkins Intl.
Dallas/Ft. Worth Intl.
Dallas-Love Field
Dayton Intl.
Des Moines Intl.
Detroit Metro Wayne County Intl.
Denver Intl.
Fresno-Yosemite Intl.
Greenville-Spartanburg Intl.
Houston Bush Intl.
Houston William P. Hobby
Huntsville Madison County
Indianapolis Intl.
Jacksonville Intl.

Kansas City Intl.
Ketchikan Intl.
Los Angeles LAX Intl.
Los Angeles Ontario Intl.
Memphis International
Miami Intl.
Milwaukee General Mitchell Intl.
Minneapolis/St. Paul Intl.
Myrtle Beach Intl.
Nashville Intl.
New Orleans Intl.
New York John F. Kennedy Intl.
New York LaGuardia
New York Long Island Islip MacArthur
New York Stewart Intl.
Newark Liberty Intl.
Oakland Intl.
Orlando Intl.
Pensacola Gulf Coast Regional
Philadelphia Intl.
Phoenix Sky Harbor Intl.
Raleigh-Durham Intl.
Reno-Tahoe Intl.
Saint Louis Lambert Intl.
Salt Lake City Intl.
San Antonio Intl.
San Diego Intl.
San Jose Intl.
Seattle-Tacoma Intl.
Springfield-Branson
Spokane Intl.
Tallahassee Intl.
Tucson Intl.
Washington Dulles Intl.
Washington Reagan National



EQUIPMENT

Leading Edge Technology

Take advantage of CNN's technical expertise, system design experience, buying power and vendor relationships to put together a **top notch television network** in your airport.



- Latest display screen technology - large high definition **LCD flat panel** display screens
- Select either **ceiling mounted** or **floor stand** display screen installation
- Audio distributed from ceiling mounted speakers located directly above passenger seating areas and away from passenger transaction areas provides the most **effective delivery**
- Program audio level can automatically track the ambient noise level in each viewing area to deliver **intelligible, non-intrusive audio**
- Audio system **interfaces with airport and airline paging systems** to enable passengers to hear pages and boarding announcements
- Viewing area equipment placed with consideration for those who might prefer a **quiet seating zone** within the gate hold room area
- Complete **turnkey** equipment and installation package offered to airports
- **Technical support** available from CNN 24/7

CONTACTUS

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