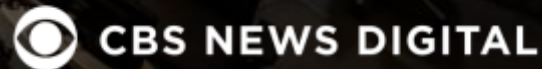


CBS Interactive: How Free Feeds Paid ... and more

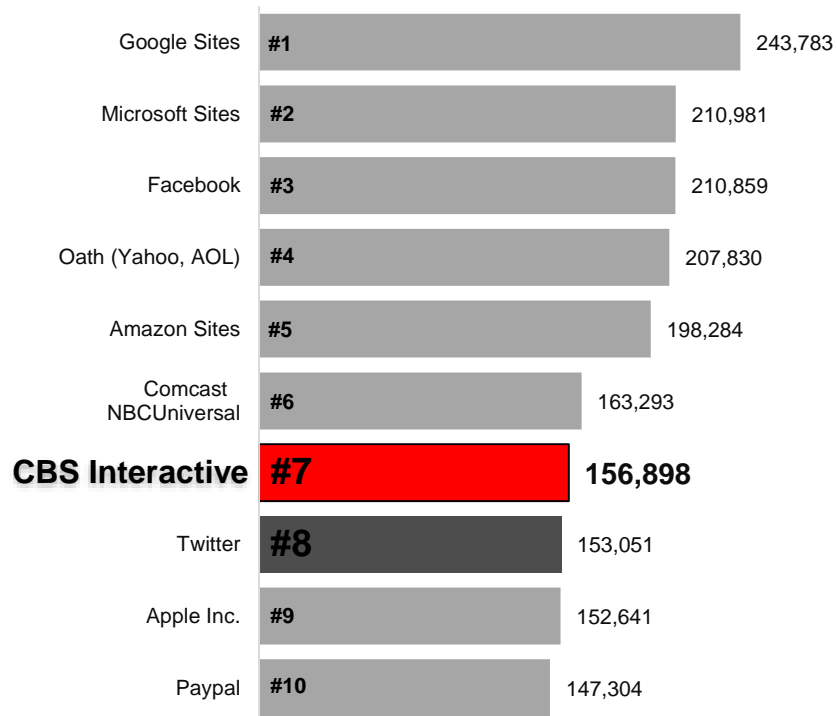
DCN: Subscription Innovation
Sept. 20, 2018

Christy Tanner, EVP & GM, CBS News Digital
@christytanner



CBS INTERACTIVE: THE LARGEST IN PREMIUM CONTENT

Unique Visitors/Viewers (000)
August 2018

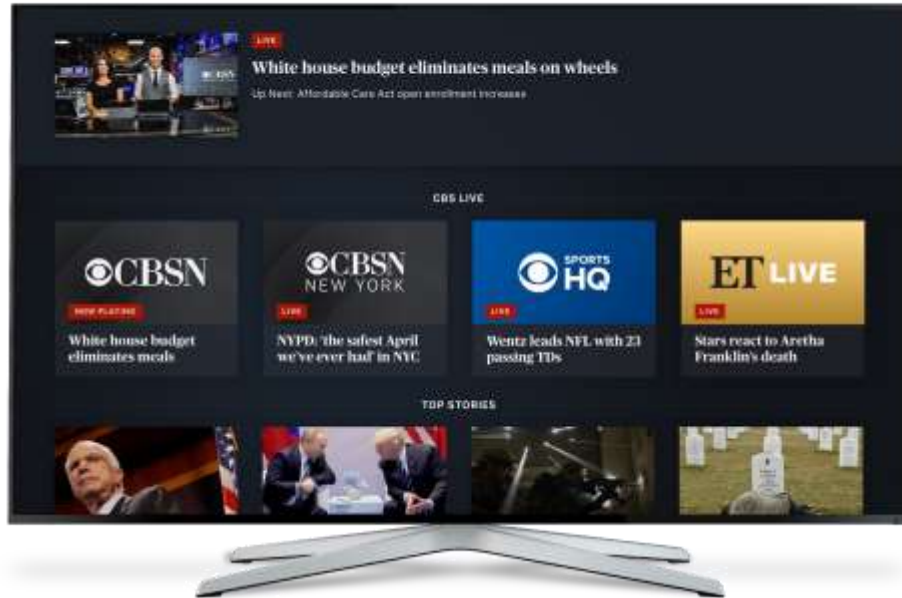


CBS Digital Media



2018: THREE NEW STREAMS – INTEGRATED & COLLABORATIVE

CBS NEWS



Free

CBS ALL ACCESS



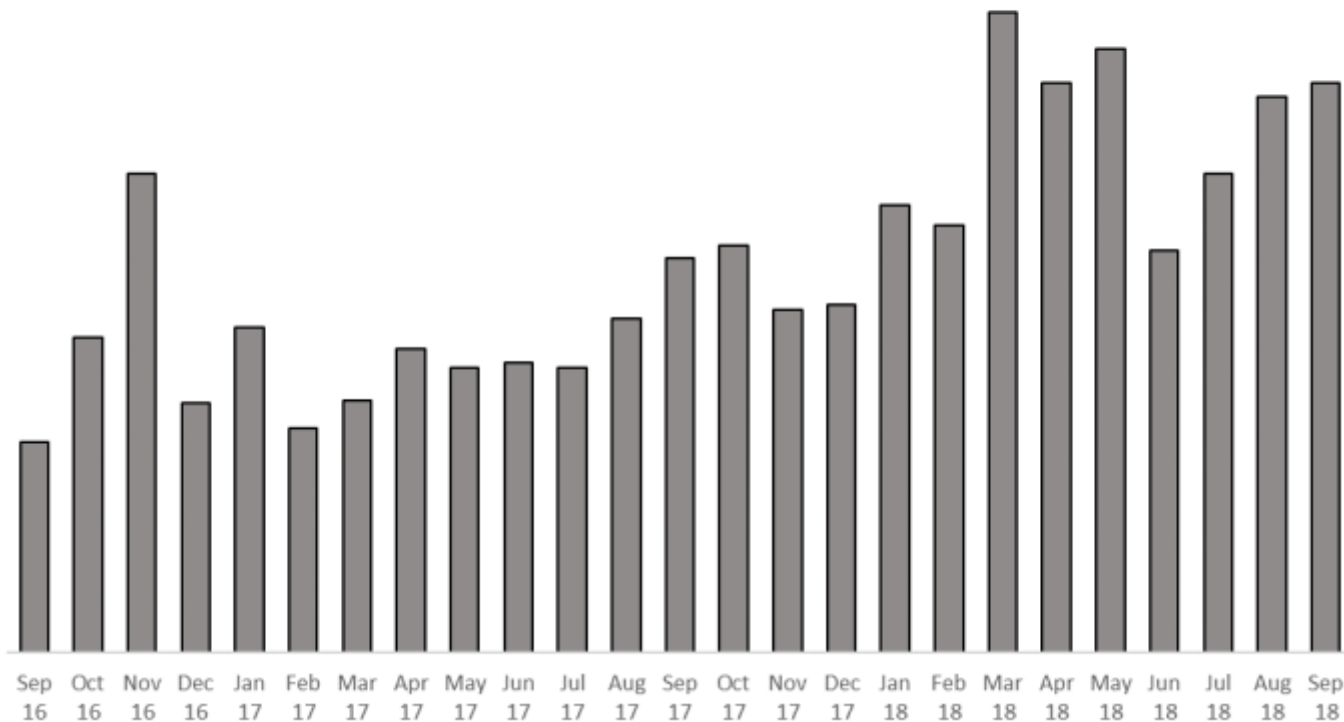
Paywall

CBSN'S GOAL: REDEFINE 24/7 NEWS FOR STREAMING GENERATION



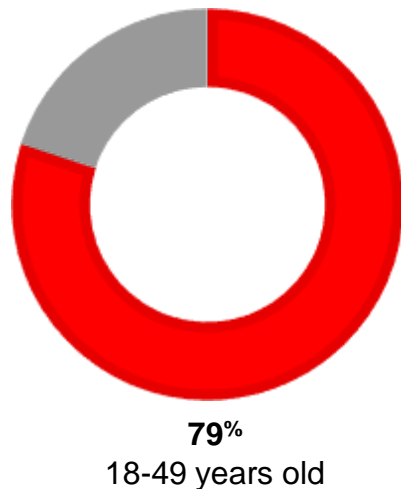
ACROSS FREE STREAMING PLATFORMS, CBSN IS GROWING

Video Streams

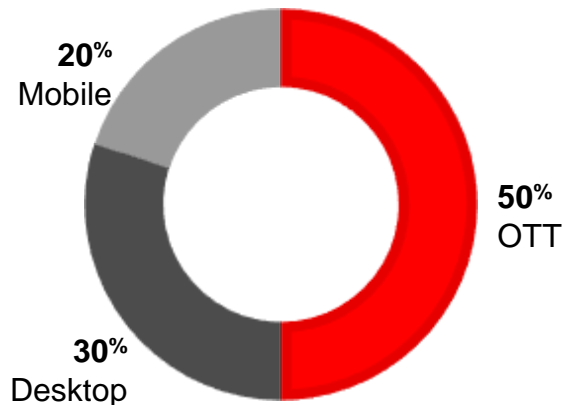


CBSN VIEWERS ARE YOUNG, URBAN & DIVERSE

Who They Are



Where They Watch




3.4x

Live > On Demand

38

Average age of
CBSN Viewers

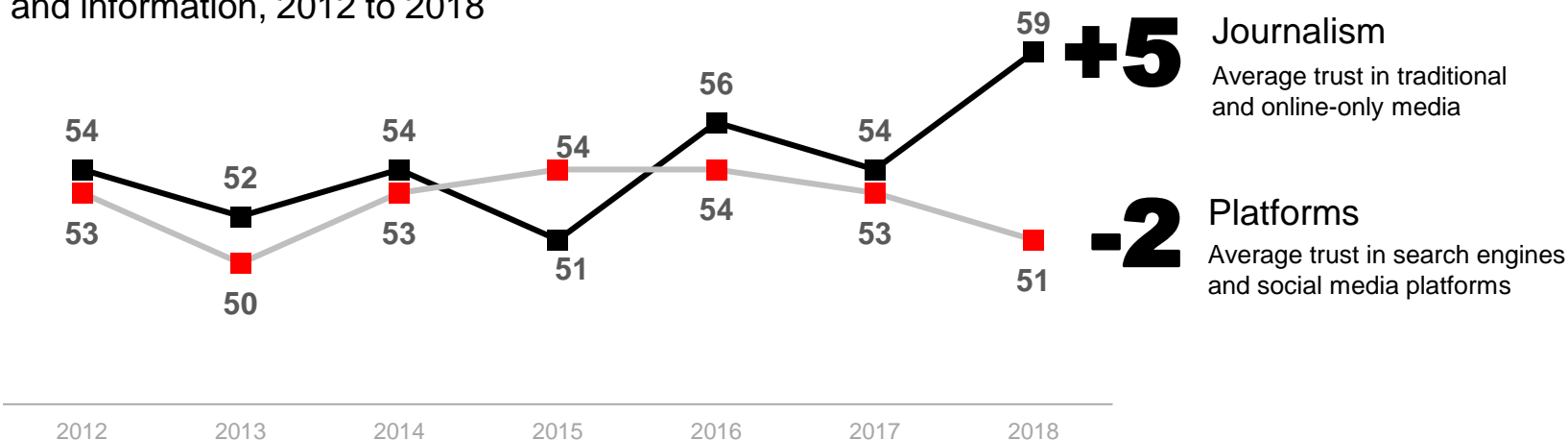


“In these troubled times, I think it is important to be informed by a reliable source as to what is making the news as it happens.”

CHRISTOPHER BOOTH, VIEWER

2018 EDELMAN RESEARCH: TRUST IN JOURNALISM = UP 5% YOY

Percent trust in each source for general news and information, 2012 to 2018



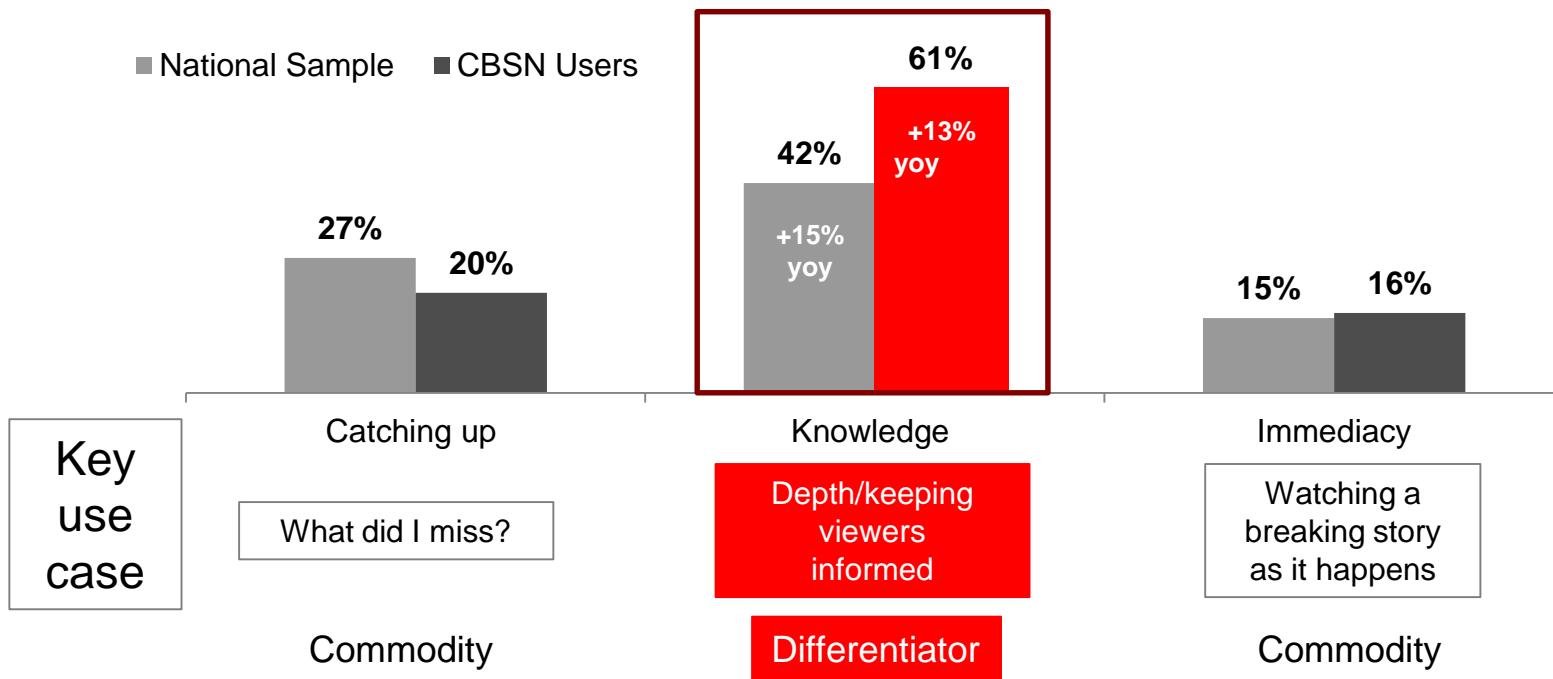
Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box, Trust), question asked of half the sample. General population, 25-country global total.

Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

MAGID: KNOWLEDGE MATTERS MORE THAN EVER

It's not about all about immediate breaking news – viewers looking to build their own knowledge

Which reason best describes why you are most likely to get digital news and information?



“They tell you the facts, not what to believe.”

VIEWER, MAGID STUDY



RB | **RED & BLUE**

PRES. TRUMP: PUERTO RICO RESPONSE WAS "UNsung SUCCESS"
PRAISE COMES DESPITE GOV'T WATCHDOG REPORT SLAMMING FEMA'S RESPONSE

CBSN

An aerial view of a cemetery with numerous tombstones and statues. Several tombstones are adorned with Puerto Rican flags, featuring the red, white, and blue stripes and the white star on a blue triangle. The scene is dimly lit, suggesting dusk or dawn.

PUERTO RICO **THE EXODUS**

AFTER HURRICANE MARIA

 **CBSN**
ORIGINALS



CBSN
ORIGINALS

SEEKING ASYLUM

An Immigrant's
Journey to America



CBSN
ORIGINALS

OUT OF ALEPPO

A ByKids Film



21

▶ 21A



22

▶ 22A



23

▶ 23A

The background is a complex digital illustration. It features a dark blue and black base with glowing yellow and orange circuit traces. There are various geometric shapes, including rectangles and circles, some of which contain binary code (0s and 1s). The overall effect is a high-tech, futuristic aesthetic.

 **CBSN**
ORIGINALS

CRYPTOCURRENCY

Virtual Money, Real Power

NOW, WE ARE REACHING OUT TO GLOBAL AUDIENCES ...



... AND LOCAL AUDIENCES



SAVVY STREAMERS & NEWS OMNIVORES WANT EXPERTISE



NEWSGATHERING COLLABORATION WITH BROADCAST IS KEY ...



KOLWEZI
DRC

CBS NEWS INVESTIGATION
CHILDREN MINE COBALT IN DRC
ESTIMATED 40,000 YOUNG WORKERS RECEIVE LOW PAY

LIVE



... AND IT WORKS BOTH WAYS



PUBLIC SERVICE IS AT THE CORE

RALEIGH, NC
11:06AM ET



GEORGETOWN



OCBSN

TROPICAL STORM FLORENCE

NC GOV: EXPECT FLOODING AND LANDSLIDES TONIGHT

WARNS SOME OF THE MOST DANGEROUS DAYS ARE STILL AHEAD

FLORENCE: MOBILE APP DOWNLOADS UP 5X, MOBILE STREAMS UP 22X



FLORENCE: NC/SC LIVE STREAMS UP 500%

Average



Friday



VIEWERS WHO FIND CBSN DURING BREAKING NEWS COME BACK



t

@rcwant2be

 Follow

Really appreciate @CBSNLive to keep tabs on Florence while we are beyond a TV signal. Disappointed I can't watch @weatherchannel via @Xfinity online.

7:03pm - 14 Sep 2018



Shane Raynor

@ShaneRaynor

 Follow

I've been watching the @CBSNews 24-hour streaming news channel CBSN some recently and I'm impressed with the amount of news they offer. Their coverage of #hurricaneFlorence has been excellent.

11:02am - 14 Sep 2018



MauriETT Chayeb

@MauriETTChayeb

 Follow

@CBSNLive News Coverage via Samsung TV App has been phenomenal. 27/7 new with hardly any commercials and you tap into local CBS affiliates. 🙌 #gamechanger

8:16am - 14 Sep 2018



FREE TO PAID: BREAKING NEWS ALSO DRIVES CBSN ON ALL ACCESS

WED-SUNDAY

Live streams were up **15x**

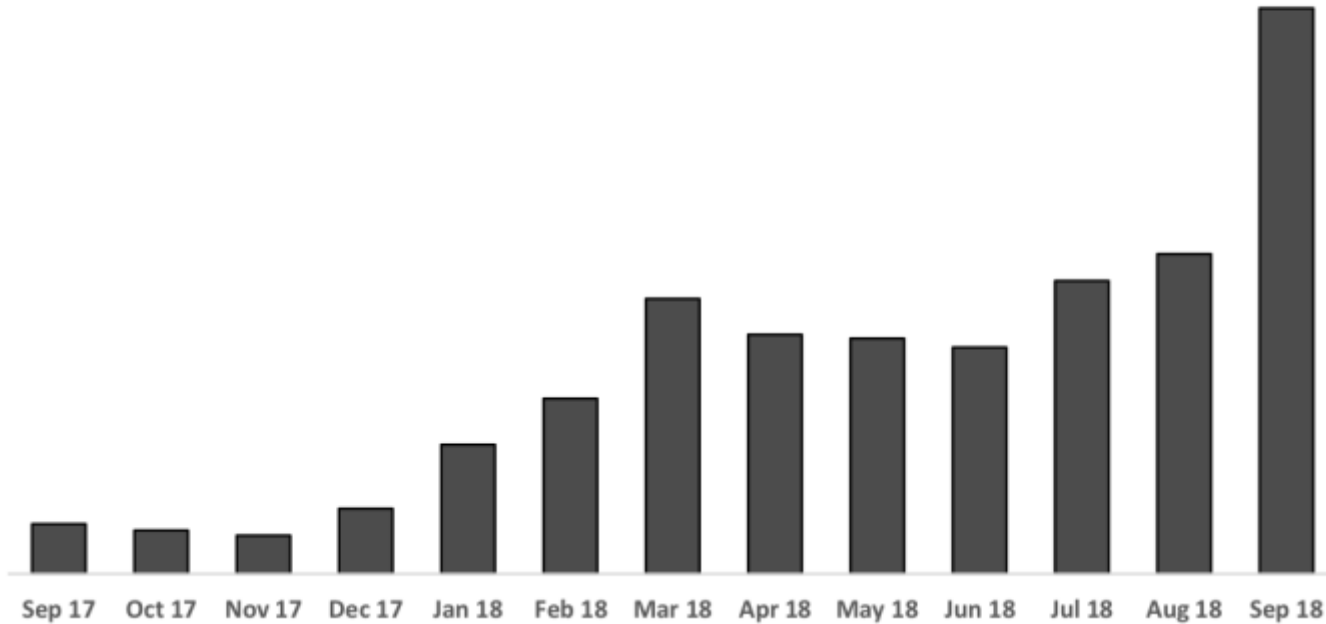
Desktop up **15x**, Mobile up **11x**, OTT up **17x**

Live streams from NC/SC specifically were up **60x**



BEHIND THE AA PAYWALL, CBSN CONSUMPTION IS SURGING

Video Streams



**+1010% in the
last 12 months**

MAJOR NEWS SPIKES VIEWERSHIP

Aretha Franklin Dies



+736% vs Avg

Helsinki Summit



+965% vs Avg

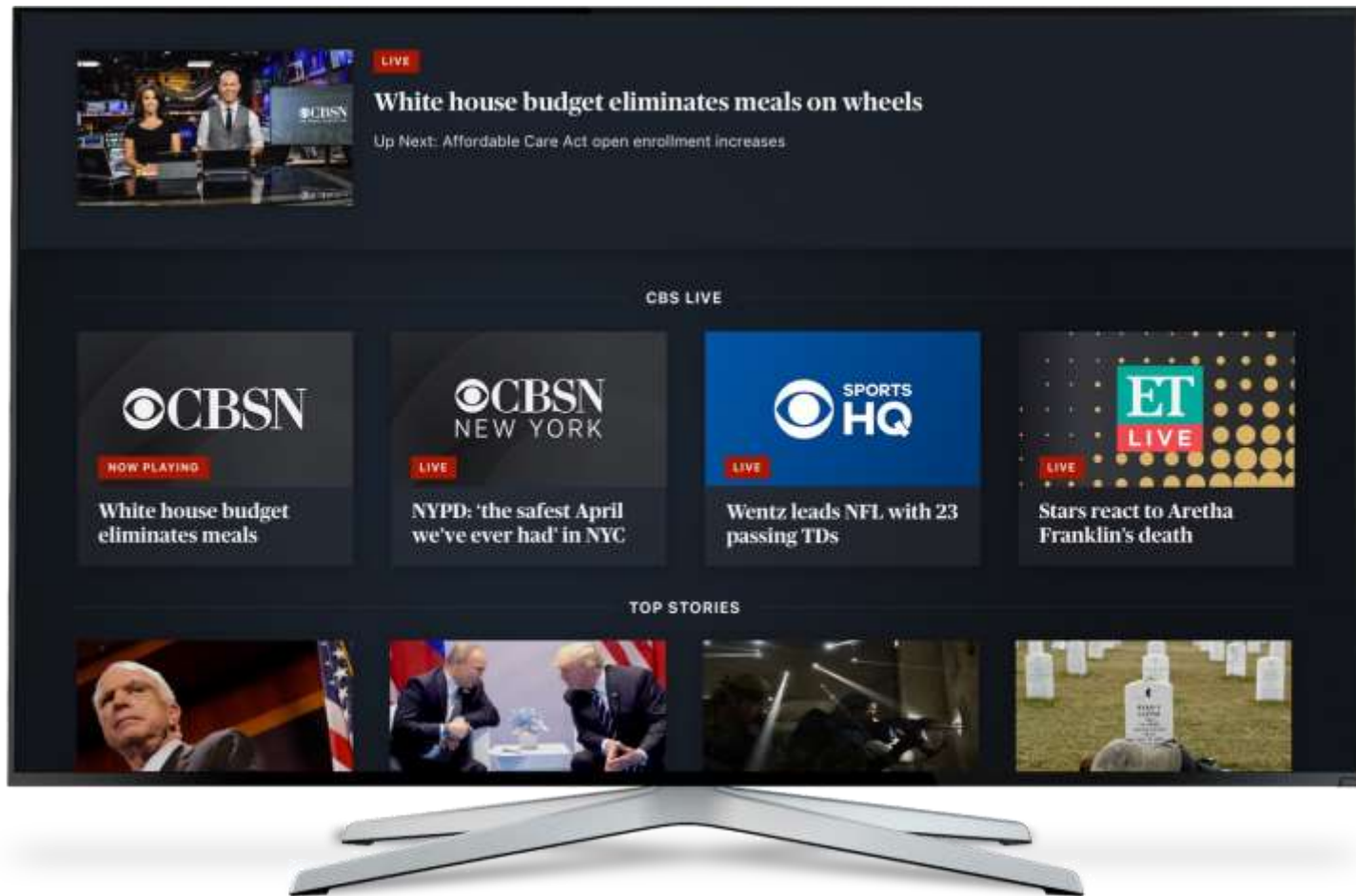
FOR VIEWERS, THE VALUE IS IN EXTENDING A TRUSTED RELATIONSHIP



WE ENCOURAGE VIEWERS TO CHANGE THE CHANNEL



OUR STREAMING FUTURE IS HERE





CBS NEWS DIGITAL

ALWAYS ON