



A Presentation at the  
10th Transatlantic Dialogue

**„The Newest Developments in CNN's  
Programming and Advertising Standards“**

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# Agenda

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- Regulations of the Advertising Standards Authority (ASA)
- Permitted – what kind of advertising does CNN prefer to do?
- Not Permitted – what kind of advertising does CNN not accept?
- Case Study: Tailor-Made Program Sponsorship for Siemens (Mobile)

# European Advertising Standards Authority Regulations

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- Former ITC → OfCom → ASA (Advertising Standards Authority)
- **ASA**: UK Regulatory body for television advertising
- ASA's regulates UK advertising
- CNN's European HQ in **London**: falls under **jurisdiction** of ASA
- Examples of the ASA's regulations:
  - **Clear distinction** between programs and advertisements
  - Advertisements must not refer to themselves that might lead the viewers to believe they are watching a program – *example „The Shot with Canon 300D“*
  - Advertisements must not refer to the use or appearance of any product or service in any program: this includes titles, logos or themes
  - Sponsorship Example: A travel program cannot be sponsored by an airline or hotel which will be featured in the program – *example, Intercontinental's sponsorship of „Business Traveller“*
  - CNN operates its own standard and practices guidelines to safeguard the integrity of its brand and the quality of its output

# CNN Advertising Standards: What is Permitted

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- **Advertorials**

Advertorials do not contain CNN originated editorial content and promote the interests or opinions of a corporate sponsor. Advertorials can have the highest production standards as reflected across the entire channel, yet are clearly distinguished as advertorials and not as CNN editorial (with client logo throughout the airing and no CNN logo).

Example: Allianz „Safety Corner“

- **Vignettes**

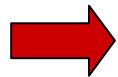
A vignette contains purely editorial and is a creative piece of informative programming. The sponsor gains a brand benefit from the association with CNN editorial content: topics range from Business/Finance, IT-Technology, Social Responsibility, Travel, Lifestyle, Sports. Vignettes can either be static („Currency Update“) or moving pictures („Deutsche Bank“).

Example: Deutsche Bank and „Talking Business“

Generally it is only allowed to sponsor facts, because News can not be sponsored! Vignettes are fact based.

- **Features**

A feature is part of editorial content within a programme. It may be sponsored with billboards and the advertiser's spot. Features usually center around events, such as the CeBit, World Economic Forum, Sports Events (Champions League) etc.



**SPONSORSHIPS MUST BE ACCOMPANIED BY OPENING AND/  
OR CLOSING COMMERCIAL BILLBOARDS**

# CNN Advertising Standards: What CNN Prefers Not to Do

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- Infomercials
- Any PR coverage during advertising breaks
- Promotions or Television Shopping
- Direct Response Advertising

## REASONS and RESULT

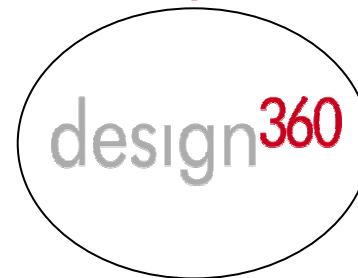
- CNN advertising is appropriate to the audience CNN attracts
- Ensuring CNN's worldwide „Look and Feel“
- Ensuring of separation of commercial and journalistic interests - „Church and State“

## NEVERTHELESS

- Ensuring of high creative advertising quality and tailor-made communication solutions

# CASE STUDY

**SIEMENS**



**An intelligent solution combining CNN's  
journalistic standards with a tailor-made,  
creative and unique partnership**



## Design 360 Audience meets Siemens' needs

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### High-End Business Target

- design 360 viewers fit perfectly to Siemens Mobile's High End Consumers:
  - ✓ Innovative, Design-Interested
  - ✓ Frequent Travellers, Affluent
  - ✓ Early Adopters, Cosmopolitan

### Positioning

- *Siemens – „Designed for life“ = „In style“ with Siemens*

### Unique Opportunity on a Multimedia Platform

- design 360 Sponsorship: Siemens positioning offers credibility into the world of design
- Exceptional partnership opportunity: various media components, including print and online

# Design 360 Sponsorship Components

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# Design 360 Billboard, Styled by Siemens - 2004

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design<sup>360</sup>

# Design 360 Billboard, Styled by Siemens - 2005

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# Design 360 Section on CNN.com International

The screenshot shows the CNN.com International website interface. At the top, there's a navigation bar with the CNN logo, search options for 'The Web' and 'CNN.com', and a search button. Below this is a menu with categories like Home, World, U.S., World Business, Technology, Science & Space, Entertainment, World Sport, Travel, Weather, and Special Reports. The main content area features a large banner for 'ON CNN INTERNATIONAL TV' with a 'What's On' dropdown and 'CNNI Programs' menu. The 'design360°' section is highlighted, featuring a 'designer focus' article about Diane von Furstenberg, a 'Glamorous finale for fashion week' article, and a Siemens SK65 advertisement. The advertisement includes the text 'TURNING COMMUNICATION AROUND' and 'CLICK HERE FOR MORE INFORMATION ABOUT THE SK65'. At the bottom of the design360 section, there are three smaller articles: 'prototype' about car manufacturers, 'icon' about Sydney's Opera House, and 'design365' about a design calendar.

# Design 360 Co-branded Print Campaign

A Time Warner Company

# Design. The difference that matters.



design<sup>360</sup>

Saturdays at 17:00 CET • Sundays at 20:30 CET & 2:30 CET

Designed and made by award-winning horologist Dr George Daniels, the Space Traveller's watch was created to commemorate man's landing on the moon in 1969. Developed to display both sidereal and mean solar time, Dr Daniels has fashioned a classic design icon that truly withstands the test of time. Learn more about the triumph of design and meet the people changing the way your world looks. design<sup>360</sup> - only on CNN.

For more information visit [CNN.com/design360](http://CNN.com/design360)

by **SIEMENS**

Be the first to know. **CNN**

## Conclusion

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- CNN follows the highest journalistic standards without compromising clients' interests in creating bespoke media solutions - in spite of increasing pressure within the advertising industry
- CNN will not accept certain commercial offers if they compromise the network's highest journalistic standards
- CNN's standards are highly maintained for CNN's unique audience, consisting of top decision makers in business, finance and politics.
- CNN offers the highest standards in tailor-made multiplatform and in cross-media solutions – all from once source, CNN.