



AIRPORT



2009



NETWORK



history

Launched in **1992**
CNN Airport Network is now offered in the nation's busiest airports, covering more than 2,000 gates and other viewing areas. Our success is based on our excellence in programming, our technical expertise, and our response to passenger, airport and airline needs.



Programming includes breaking news, business and financial reports, sports updates, weather, lifestyle and travel segments. Also featured is live sporting events from the NFL and NBA.





CNN Airport Network is the **only live, satellite-delivered airport television service** that provides up-to-the-minute news, information and entertainment to airline passengers.

standards

CNN Airport Network broadcasts 24 hours a day, seven days a week, with round-the-clock technical and editorial staffing. Because we broadcast in public waiting areas CNN Airport Network **will not air graphic video coverage of commercial air accidents or incidents**, unless the incident involves a national emergency or threat to security. CNN Airport Network also **screens out material that is either sexually explicit or portrays graphic violence.**



service

92%

of viewers believe CNN Airport Network enhances the airport environment

90%

of viewers feel CNN Airport Network helps them stay in touch with what's happening in the world

87%

of viewers believe having CNN Airport Network available makes the time they spend in the airport more worthwhile

Source: 2004 Nielsen Survey



With increased security requirements causing passengers to spend more time waiting at the gate, CNN Airport Network provides airlines and airports a significant opportunity to **improve customer service and satisfaction.**

- keeps passengers informed and entertained while traveling
- reduces stress caused by travel
- shortens perceived waiting time



opportunities

Local commercial time is provided for your unique, custom messages and revenue-producing advertising, creating a **direct line of communication** with air travelers.

- additional revenue stream through local advertising sales
- promotion for concessions within the airport
- promotion for your airport, city and region
- public service information on security, accessibility and other issues



installation



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 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
- program audio level automatically tracks 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
- satellite system installed to receive live programming 24/7
- complete turnkey equipment and installation package offered to airports
- technical support available from CNN 24/7

