

日本東京 CNN 年度交流會出差報告

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CNN 正由傳統的有線電視頻道轉變成以新聞產品為主的串流平台，商業模式也由過去的 **B to B** 變成了 **B to C**。

由於傳統的有線電視客戶快速流失，**CNN** 不願自己成為串流平台的新聞供應頻道，因此要轉型為串流平台，用漏斗接住自己的訂戶並創造新產品以擴大客戶。**CNN** 運用 **FAST** 與自己新創的應用程式開始嘗試吸引付費的訂戶。過去 **CNN** 在海外的這類會議是以廣告客戶為主，近三年加入新聞媒體客戶，因為新的商業模式下，包括 **TaiwanPlus** 這樣的客戶既是消費者也是內容供應者。**CNN** 在建立自己的全球新聞社群，把外國媒體拉進這個供應鏈中。**TaiwanPlus** 在這個新聞媒體的供應鏈中擁有的機會與可能要付出的成本值得進一步研究。

在網紅及新的內容創造者崛起後，**CNN** 也擴大運用旗下明星記者的影響力來銷售產品，增進與客戶的互動並舉辦與新聞消費者面對面的活動以增加品牌的黏著度。除了傳統的硬新聞，**CNN** 開始做與一般人生活緊密相關的軟新聞或節目。在產品行銷與開拓新市場方面，**CNN** 也從亞馬遜等大型電商挖掘人才，不再局限於傳統新聞界出身的人才。

日本記者在會中提到傳統媒體轉型成為多媒體，多數記者抱怨工時過長，一人要兼顧多個角色和平台需求，CNN的主管則表示，他們的編輯流程為此做了極大調整，記者在出門採訪前就知道自己的報導會出現在哪些平台，因此送回總部的內容可以由陣容強大的編輯室進行再製以發送到不同的平台。所以前線記者的報導要出現在多個平台，要靠因應多媒體的編輯部流程與堅強的後製團隊來支撐。



以下是這次會議講員的重點摘要:

CNN Experience in Tokyo Takeaways

A. From Amanda Rottier, Senior Vice President, Digital Products & Services

CNN has turned from a cable TV to

- 1. Mobile-First News**
- 2. Streaming News**
- 3. Lifestyle Products**

CNN creates vertical videos for mobile phones and provides interactive experience. CNN found that viewers who downloaded CNN APP come back to CNN more often.

CNN even created a weather APP to provide lifestyle products,

which includes daily essentials and entertainment.

B. From Phil Nelson, EVP. CNNIC

There is a 10 Billion market for streaming business. Viewers have left cable TV and turned to connected TV (smart TV). The news consumption is good for CNN on Fast (Free Ad-Supported Streaming TV). It was free in the beginning, but CNN asked viewers to pay subscription fees later.

C. From Rob Bradley, Group SVP, Digital Revenue, Strategy & operations, CNNIC

CNN has a multi-platforms strategy. The digital landscape rapidly evolves.

1. 25% increase in social video news consumption globally in the past 5 years.
2. 70% publishers planned to implement article summarization AI tool in 2025.
3. 80% CNN campaigns sold in 2025 included digital elements.

D. From James Hunt, SVP, Global Client Solutions, CNNIC

Traditional media is being heavily disrupted by technology.

Media needs to provides:

1. Real time data analytics
2. Multiplatform engagement
3. Personalized Experiences.

The picture of shifting sands includes:

1. Privacy first marketing
2. Rise of Contextual & MMM Modelling
3. Rise of communities & creator-led content
4. Expectation for shared brand experiences

Channel Disruptors include:

1. New Products. CTV adaption increasing with China

growing +2% YoY

2. **Success metrics shifts from clicks to attention and outcomes**
3. **Short form video is the most consumed format with an average of 7 hours per week.**
4. **A creator economy has emerged. UGC(User-Generated Content) influencer market is growing with +29% YoY growth.**

The power of “live” can’t be ignored.

1. **83% of consumers think brands should facilitate connections between people, not just between people and products.**
2. **Live is thriving**
3. **Face to face engagement is expected.**
4. **Viewers need shared memories.**

A strategy to “Created Moments” More than just an event, more than just a show, a face-to-face experience that strengthen brand affinity. Designed to create connections and lasting memories. Delivering a story and UGC content for the campaign.

1. **An integrated strategy.**
2. **A unique experience.**
3. **Creating emotional connection.**
4. **Delivering live and UGC content.**

Example of “Connecting Africa”: Using creativity to drive change.

1. **Building the brand: Launching “Connecting Africa”. Redefining the Afreximbank brand. Focus on product-led stories.**
2. **Leveraging “Live”: Celebrating 5 years of Connecting Africa. Using live experiences to build connections. Focus on impact-led stories.**

**Conclusion: Creativity is your superpower.
Consumers expect Face to face connections. Live
experiences will deliver new audiences.**

