Newsource Digital: Making New Impressions
Product Enhancements
Updated 31 Oct 2018

Frequently Asked Questions (FAQ)

Shortcut to:
- **Copying the embed code from Newsource Website**
- **Copying only the VAN ID from Newsource Website** (*you likely plug this ID into a custom template*)
- **MRSS Feeds**
- **Wordpress plugin**
- **Analytics: Definitions**

GENERAL:

What is changing at CNN Newsource Digital?

We are enhancing the Video Affiliate Network (VAN) in a few ways:

- More powerful HTML5 video player with faster load speeds (P.S. it's the same one CNN.com uses today)
- New analytics dashboard with 24/7 real time video analytics for publishers and producers
- Upgraded infrastructure delivering better compatibility with various browsers and ad specs
- Clear mapping of Newsource portal categories to VAN category feeds

Why is CNN Newsource Digital making these changes?

First and foremost, to provide a better experience for our VAN affiliates. We want to make it easier and faster for you to publish videos, and we want to bring more visibility into video performance for our publishers and producers.

When will these features launch?

The new features will become widely available starting Tuesday, Nov. 13.

Will the CNN Newsource website look different?

Nothing is changing about the Newsource website, except the addition of "**Video Analytics**" under the "I Want To" drop-down box. The process for embedding VAN videos from the website will be the same, except using a new player and new embed codes starting Nov. 13.

Are any additional features coming next year?

Yes! We plan to add more useful features to the analytics dashboard in 2019, including revenue metrics for VAN videos, more configurable player settings and the ability to sell your own ads. We will keep you posted on upcoming changes along the way.

EMBEDDING VIDEOS FROM NEWSOURCE WEBSITE:

What will change when I embed videos from the Newsource website?

The embed code itself will change; however the process to embed videos from the website will not change. Within the embed code, the "zone ID" will replace the "affiliate ID" and the structure of the video ID will be different.

Example:

```
 OLD EMBED CODE:
<script type="text/javascript"
src="//z.cdn.turner.com/cnn/van/resources/2.1/scripts/van-widgets.js"></script><div
data-cnnvansinglewidget data-affiliate="kcbs" data-
videoid="entertainment/2018/10/19/rihanna-rejects-super-bowl-halftime-show-
invitation-mxp-vpx.hln" data-size="auto" data-autostart="true"></div>
```

```
NEW EMBED CODE:
<script type="text/javascript"
        src="https://embed-prod.vemba.io/vemba-embed.js"
        data-vemba-zone="33124"
        data-guids="entertainment%2F2018%2F10%2F19%2Frihanna-rejects-
super-bowl-halftime-show-invitation-mxp-vpx.hln"
        data-format-max-width="auto"
        data-autoplay="true">
    </script>
```

What happens to videos I've already embedded prior to Nov 13?

Any single videos you have embedded prior to Nov 13 will map automatically to the new embed codes on the backend – you will not need to do anything.   All VAN videos will continue to expire after 30 days, which has not changed from today's pratice.

What happens to playlists and keywords feeds I've already embedded prior to Nov 13?

Any playlists or keyword feeds you have embedded prior to Nov 13 will map automatically to the new embed codes on the backend, so these feeds will continue

to work. However, please take the time to re-embed the keyword feeds and playlists with the new codes no later than January 15, 2019, as we will retire the old infrastructure at that time. Any old embed codes will no longer work after that date.

We take the VAN embed code into our CMS as a template, and simply change the video ID each time, instead of re-embedding each time. Will that still work starting Nov. 13?

Your process remains 99% the same – you just need to start using the new embed code.

Specifically there are the 3 differences in the new code:
1. "Video ID" will now be "Data-GUID".
2. "Data_affiliate" will now be "Zone ID". This ID is unique to each affiliate: please email jessica.burns@turner.com to get your code.

Example:

```
<script type="text/javascript"
                    src="https://embed-prod.vemba.io/vemba-embed.js"
                    data-vemba-zone="32756"
                    data-guids="van%2Fbatchfeed%2F2018%2F10%
2F31%2Flocal12_ea0d4b50-dd1d-11e8-8855-6db23bd05516"
                    data-format-max-width="480"
                    data-autoplay="false"
                    data-network-playlist-id="32757">
            </script>
```

3. The "Data-GUID" (formerly video ID) will need to be URL encoded prior to being inserted into the rest of the embed code.

Example:

Code from Newsource website:
Video ID=van/batchfeed/2018/10/31/katu_a54ea500-dd35-11e8-8855-6db23bd05516

Encoded and ready for use:
Data-GUIDs=van%2Fbatchfeed%2F2018%2F10%2F31%2Fkatu_a54ea500-dd35-11e8-8855-6db23bd05516

There are hundreds of free sites to get a URL encoded string - here are just a few options *(CNN is not endorsing any particular site)*:

- https://www.url-encode-decode.com/
- https://www.samltool.com/url.php
- https://meyerweb.com/eric/tools/dencoder/

MRSS FEEDS:

I currently use MRSS feed(s) to ingest CNN Newsource Digital content. Will the feeds I receive change?

Yes, the feed URL will change. There will be minor changes in the feed structure and values. You need to contact us to get the new URL and credentials: please email jessica.burns@turner.com

What is the difference between the new and old feeds?

First, determine which feed you are currently receiving: **Article Feed**, **Video Feed** or **Bundle Feed**. Below are the differences, with examples of the old vs. new feeds.

Article (with Images) Feed

- New Article feed does not have "RT-" as a prefix to the guid
- New Article feed does not have [CDATA] on "headline" and "mobile headline"
- New Article feed has "scheme" and "label" attributes, but they're blank
- New Article feed has a different date format for "firstModifiedDate" and "firstPublishDate" --> YYYY-MM-DDTZ instead of "Mon, DD Mon YYYY GMT"
- New Article feed does not have highlights
- New Article feed does not have parentheses for the "dateline"

CURRENT / OLD ARTICLE RSS FEED	NEW ARTICLE RSS FEED
New Article feed does not have "RT-" as a prefix to the guid	
`<guid isPermaLink="false">RT-h_0a1ed0a4f76f30a6322375cb3b4110c2</guid>`	`<guid isPermalink="false"> h_0a1ed0a4f76f30a6322375cb3b4110c2</guid>`
New Article feed does not have [CDATA] on "headline" and "mobile headline"	

`<cnn-article:headline>`
`<![CDATA[`
`Michael's not done yet -- path of destruction stretches north from Florida`
`]]>`
`</cnn-article:headline>`
`<cnn-article:mobile-headline>`
`<![CDATA[`
`Michael's not done yet -- path of destruction stretches north from Florida`
`]]>`
`</cnn-article:mobile-headline>`
	`<cnn-article:headline>Mexico Beach is 'wiped out' by Hurricane Michael as other Florida cities are smashed</cnn-article:headline>`
	`<cnn-article:mobile-headline>Mexico Beach is 'wiped out' by Hurricane Michael as other Florida cities are smashed</cnn-article:mobile-headline>`

New Article feed has new "scheme" and "label" attributes, but they're blank	

`<cnn-article:categories>National</cnn-article:categories>`	`<cnn-article:categories scheme="" label="">National</cnn-article:categories>`

New Article feed has a different date format for "firstModifiedDate" and "firstPublishDate" --> YYYY-MM-DDTZ (previously: "Mon, DD Mon YYYY GMT")

`<cnn-article:firstPublishDate>Thu, 11 Oct 2018 04:37:06 GMT</cnn-article:firstPublishDate>`
 	
 `<cnn-article:lastModifiedDate>Fri, 12 Oct 2018 04:12:37 GMT</cnn-article:lastModifiedDate>`
	`<cnn-article:created-date>2018-10-11T04:37:06.000Z</cnn-article:created-date>`
	
	 `<cnn-article:modified-date>2018-10-11T14:52:05.000Z</cnn-article:modified-date>`

New Article feed does not have highlights

`<cnn-article:highlights>` ` Accidents, disasters and safety Air pollution Beaches Business and industry sectors Business, economy and trade Climate change Coastal areas Continents and regions Destinations and attractions Energy and environment Energy and utilities Environment and natural resources Florida Georgia Greenhouse gases Hurricane Florence Hurricane Michael Hurricanes Landforms and ecosystems Latin America Mexico Natural disasters North America Points of interest Pollution Severe weather Southeastern United States The Americas Tropical storms United States Utilities disruptions Utilities industry Weather Deaths and fatalities Society Tornadoes (weather) Developing countries Economic development Trade and development Unrest, conflicts and war Rescue operations North Carolina Floods and flooding Virginia ` `</cnn-article:highlights>`	Does not exist

New Article feed does not have parentheses around the source for "dateline"

`<cnn-article:dateline>(CNN)</cnn-article:dateline>`	`<cnn-article:dateline>CNN</cnn-article:dateline>`

Video or Bundle Feed

- New bundle feed has a different date format for "updatedDate", "pubDate" (YYYY-MM-DDTZ instead of Tue, DD MON YYYY GMT)

- New bundle feed duration is in milliseconds as opposed to seconds
- New bundle has "scheme" and "label" attributes that are always blank
- *For Bundle Feed Only: will only contain videos that have an associated article*

CURRENT / OLD BUNDLE OR VIDEO RSS FEED	NEW BUNDLE OR VIDEO RSS FEED
New bundle feed has a different date format: **YYYY-MM-DDTZ (instead of Tue, DD MON YYYY GMT)**	

`<pubDate>`Fri, 12 Oct 2018 08:32:27 GMT`</pubDate>`
 	
 `<cnn-video:pubDate>`Fri, 12 Oct 2018 08:32:27 GMT`</cnn-video:pubDate>`
	`<pubDate>`2018-10-11T14:28:18.000Z`</pubDate>`
	
	 `<cnn-video:pubDate>`2018-10-11T14:28:18.000Z`</cnn-video:pubDate>`

New bundle feed duration is in milliseconds as opposed to seconds	
`<cnn-video:duration>`123`</cnn-video:duration>`	`<cnn-video:duration>`123000`</cnn-video:duration>`
New bundle has "scheme" and "label" attributes that are always blank	
`<cnn-video:categories>`Weather, Nation, CNN Recommended`</cnn-video:categories>`	`<cnn-video:categories` scheme="" label="">`national`</cnn-video:categories>`   `<cnn-video:categories` scheme="" label="">`weather/environment`</cnn-video:categories>`

Are there any enhancements to the feeds?

You will now see URLs directly linking to images, not zip files.

What is the process to get the new feeds I need to change in my system?

You will need to manually add the new feed and set it up as you did with the current feeds. We will begin sending out new feed URLs to affiliates starting the week of November 5th. Be on the lookout for an email with your new feed URL(s). If you do not receive your feed, or you would like to receive it earlier, reach out to us at NewsourceDigital@cnn.com

What if I run into problems with the new feeds?

Please reach out to NewsourceDigital@cnn.com if you are having any problems implementing the feeds.

WORDPRESS PLUGIN

I use the Wordpress plugin. Is there anything changing?

Yes we have enhanced the plugin; contact Jessica.burns@turner.com to get the new plugin.

ANALYTICS:

What analytics will be available?

In this launch, video performance analytics will now be available (revenue metrics will come shortly into 2019). You will be able to view video analytics from both the "Producer" and "Publisher" lens. In the Producer view, you will see metrics for each video you have syndicated via the CNN VAN, if applicable. In the Publisher view, you will see metrics for each video you have published. You will have a "summary" view, which is a roll-up, and a "videos" view, which details the performance of individual videos.

Are they real-time?
As close to real-time as possible - within a couple of minutes.

Where can I access the new analytics?

Log into the Newsource Website. In the upper left, under the "I Want To" drop-down, you will see "view video analytics". This will open a new window with the new analytics dashboard.

What are the definitions for each term?

We have created an explainer for the new analytics dashboard, with definitions of each term. Click here to view.

What about revenue information? How can I see what I've earned?

Revenue-related reporting will likely become available via this analytics dashboard in 2019. We will keep you updated on the progress. Meanwhile, you can always reach out to your Newsource Affiliate Relations representative for your revenue details.

###