

June 13, 2008

**CNN HD**

## **CNN HD**

**“CNN has traditionally stood as a first mover in broadcast technology, not only with 24-hour news but with newsgathering from every part of the globe.**

**CNN takes the news industry's first giant step into high definition with CNN-HD.”**

**Jim Walton**

## HD Initiative Objectives

- Deliver a 24x7 CNN Domestic network with an HD product by September 1, 2007
- Ensure Phase One infrastructure serves as a good foundational element for ongoing HD migration
- Protect on-air programming during the conversion to HD

## HD Programming Deliverables

- NY Produced CNN Domestic Shows
  - Live and Replay
- CNN Presents/Special Investigations Unit
- NY-based Specials; Elections
- Remote Special Events; Debates
- Commercial Playback

# HD Production Expectations

## Natively produced HD Shows:

- HD Graphics
  - Trio, Pilot, Switcher triggered transitions
- Video
  - HD Opens, Packages, Interstitials
- HD Special Events
- HD Lives (from select trucks, flyaways, affiliates, pool feeds)
- HD Show Records (pre-records, replay, re-airs)
- Stereo Audio (synthesize 5.1 at master)

# HD Lessons Learned

- Initial operational confusion SD/HD lines
  - High/low latency lines
  - More data oriented transmission
  - Eliminate HD/SD distinction
- Slow Uptake on HD Newsgathering
  - Camera Replacement
- Ongoing training required
  - Initial training was extensive but refreshers are necessary
- Uneven level of HD adoption
  - Special Events and Longform heavy adoption
  - Benefits vs. Cost in time and dollars not as evident
- HD production speed has not caught up with SD
  - Despite every warning users still surprised

# HD Next Steps

- **CNN Center Infrastructure Upgrades**
  - 5-year TGR upgrade Plan
- **Replacement and Renewal Budget Guides Plans**
  - HD opportunities identified in Replacement Plan
- **Newsgathering**
  - Replace and remove SX Cameras
  - Transmission Efficiencies
    - Compression
    - File Based