

INSIGHTS

Welcome to the latest edition of CNN Newsource Insights



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Increase Views Across Your Pages

How to customize your VAN display for a cleaner view + increased viewership.

End of 3rd Party Cookies + How It Will Impact You

Local publishers are being forced to rethink digital ad strategy as powerful targeting capabilities disappear.

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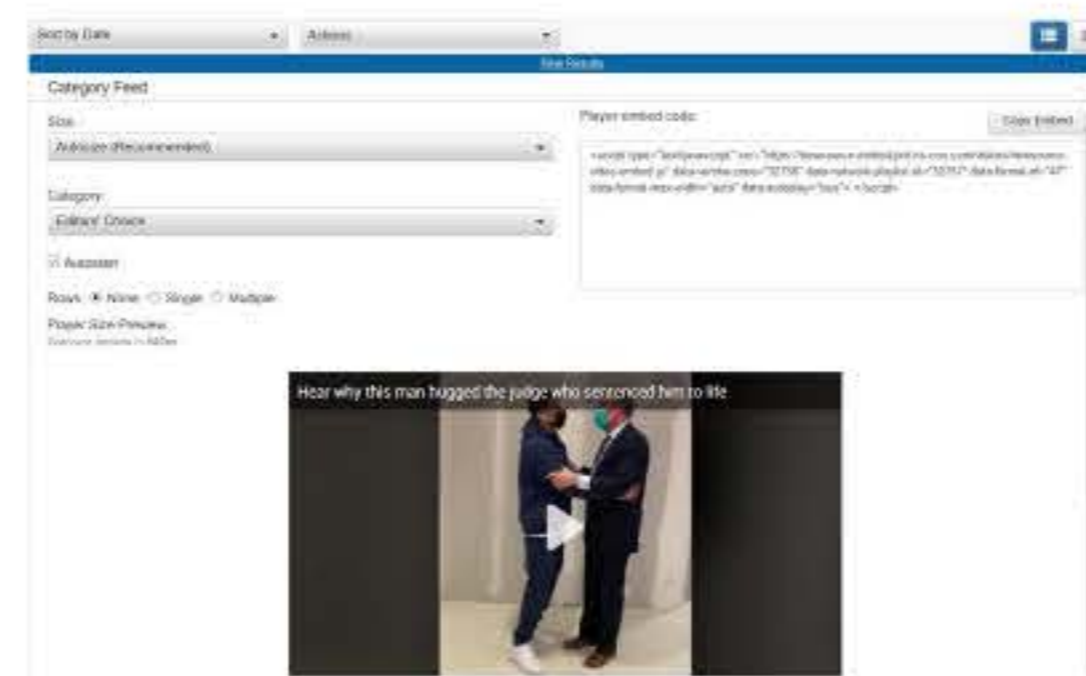
Increase Video Views with "Editor's Choice"

Add our Editor's Choice player in your content management system (CMS) for a steady feed of breaking news and trending videos. The videos in the Editor's Choice feed are curated by our producers and refreshed throughout the day. Publish once and leave the updates to us. To add Editor's Choice, simply:

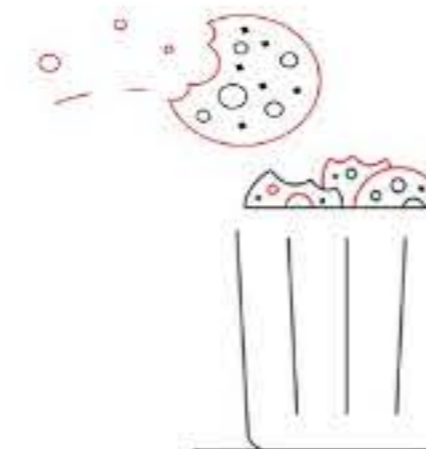
1. Select the *Actions* dropdown; select *Embed Category Feed*
2. Choose *Editor's Choice* from the *Category* dropdown menu
3. For a cleaner look, choose *None* for Rows (this will eliminate thumbnails for subsequent videos in the feed)
4. Copy the embed code and publish it to your article template (mid-article placement is recommended)
5. Create a player header like *Top Headlines* or *Trending Videos*

In addition to offering VAN without thumbnails for a cleaner look, you'll also notice that video titles are now permanently displayed on each video.

For questions, contact tony.grohovsky@warnermedia.com.



End of 3rd Party Cookies + How It Will Impact Your Business



Advertisers have shifted to digital platforms because they can leverage web browser coding called third-party cookies to target customers with highly relevant ads, measure ad campaign success, and adjust marketing spend in real-time. That's all about to change.

With nearly 66% of total global browsing market share, Google Chrome plans to end support for third-party cookies by 2022. Other browsers plan to follow suit. Publishers are preparing to accommodate the change by modifying how they offer audience segments to advertisers. [Read more](#).

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