

A newsletter for our valued partners

Welcome to the first edition of Inside CNET, a newsletter providing online marketing insights, and updates from CNET.com. You are receiving this e-mail as a valued CNET partner; we hope you enjoy our first issue!



CNET TV 2.0 VIDEO INTERFACE



The New Edge, 1996

New On CNET: CNET TV 2.0 Leading Online Video Innovation

In late-August we officially launched **CNET TV 2.0**. Video continues to be a marquis offering for CNET, both in how we deliver content, and how users and advertisers eat it up. It's a high engagement area on our site and continues to be in demand from marketers.

CNET TV 2.0 leverages our innovative heritage in video and continues to raise the bar. (Did you know Ryan Seacrest hosted one of CNET's first TV shows, *The New Edge*, back in '96?)

We've got a line up of new shows to help consumers understand trends, technologies and gadgets—and, it is professionally produced content, which 75% of internet users say they prefer to user generated content, according to the Center for New Media Research. But UGC is an important part of the engagement mix, and we have it too. One example is **CNET Live**, a weekly call in show where Brian Cooley and Tom Merritt answer questions from users live.

We also know it is important to be where your customers are, so will be launching a downloadable widget so users can watch CNET programming from their desktops. Check back at CNETTV.com.

And, most important to you as marketers, we developed a new content management system for video that will allow you to align your marketing message with specific franchises and shows such as [The Buzz Report](#) or Rich DeMuro's [The Queue](#). And we aren't done innovating yet—we've got more cool things in the hopper, and one never-been-seen-before feature, so stay tuned!

MORE FROM CNET

CNET ACQUIRES TECHTRACKER, INC.

On August 28, CNET acquired TechTracker, Inc. adding to CNET's robust media offerings and building out our services and personalization features. The acquisition includes the VersionTracker and MacFixit product suites and media sites, as well as iPhoneAtlas.com and TechTracker Media. For more info, [contact your CNET rep](#).



GETTING READY FOR CES

For the third year, CNET will be hosting the Best of CES Awards at CES 2008. We're taking submissions now, so visit <http://ces.cnet.com/awards> and tell us what you have in store for the show this year; and, we will sign NDAs. (Note: Sponsorship packages for CNET's coverage of CES 2008 are sold out.)



ADVERTISING

INNOVATION

Innovation As marketers, you always want to see innovative programs at work. Texas Instruments recently leveraged the new CNET Aisle 3.0 program to promote DLP technology with a content-rich media campaign, including a Flash video on how DLP works, integrated CNET editorial, and e-mail collection--all within the billboard unit.

We recently launched a case study program. Visit www.cnet.com/. About CNET Advertising and check out what others are doing on CNET.

HIGHLIGHT OF THE MONTH

CNET's holiday gift guide launches on November 1, and ad packages are going fast. Contact your rep today if you are interested. Please note that our editors are looking at products to include, so contact your category's editor to pitch your latest product.

WHERE TO SEE US

IAB's & Adweek's MIXX Conference & Expo 9/24, Joe Gillespie, EVP

Portable & New Media Expo 2007, 9/28, Mark Larkin, VP, CNET Video

In the Media

A snapshot of CNET editors and personalities on TV this month.

9/1, **CBS's "Early Show"** Dan Ackerman on Web based emails

9/5, **CNBC's "Squawk Box"** Brian Cooley on the Apple event.

9/5, **CNBC's "On the Money"** Brian Cooley on Facebook privacy.

9/18, **NBC's "Today Show"** Rich DeMuro on passwords.

FUN FACT

CNET developed the first MPU unit in 2001 – it became an IAB standard unit and quickly adopted by all major sites. We're still innovating...stay tuned for upcoming new marketing ideas!