

Every story, every angle, every device type

CBS News is a leading 24-hour streaming news channel available over-the-top (OTT) via connected devices, providing live local and national news as well as critically acclaimed journalistic programming.

The first U.S. 24-hour news channel to be made available exclusively on connected devices – CBSN is watched by a considerably younger audience base than traditional cable news networks.

TV audiences are shifting to connected devices.

According to Nielsen, 59 percent of U.S. homes (about 70 million households) now watch streamed content via connected TV devices.



CBSN viewers are 20 years younger than traditional cable networks.

79 percent of CBSN viewers are in the 18-49 demographic, with an average age of 38.

Reach OTT news audiences at scale.

CBSN is now averaging more than 1 million ad-supported streams per day.

SpotX is the top video ad ecosystem

SpotX provides CBSN inventory across all screens accessible through the open marketplace or private marketplaces — including automated guaranteed.

With SpotX and CBSN, you can reach highly desired TV audiences who have chosen to cut the cord, including:



CTV viewers



Millennials and generation Xers



Families



News and politics enthusiasts



1:1
Publisher DIDs



Curated
Marketplaces

Contact your SpotX or CBSN representative today for more information.

CBS NEWS + SPOTX

Works cited:

“The Nielsen Total Audience Report: Q1 2018.” Nielsen, 31 July 2018.
Patel, Sahil. “CBS News’ streaming video network, CBSN, is going local.” Digiday, 18 Dec. 2018.

U.S. only