What is CNET Video Script

CNET Networks is a media conglomerate spanning the globe. It reaches millions of people everyday through high-traffic media avenues...guided by the underlying principle that up-to-the-minute content is the engine that drives marketplaces. CNET provides news and information about computers...the Internet...and technology products and services. (22 seconds)

CNET brings buyers, sellers, and suppliers together in a content-rich marketplace. The information CNET provides helps both the tech-savvy and technophyte stay on top of trends...and helps them make smart purchasing decisions on computers and technology products. (19 seconds)

CNET has undergone a rapid evolution since its inception in 1992...created around the concept of a marriage between television and the Internet. In 1995 the company launched CNET Television...CNET.com...and CNET Radio. Over the past five years CNET has become a network of media channels that connect huge audiences...using broadcast and the Internet...as well as wireless and broadband technologies. (25 seconds)

(sound bite about CNET's ability to connect buyers, sellers and suppliers, and its growing audience)

That growth has been accompanied by a quantum leap in revenues...more than quadrupling in the past two years with an annual growth rate of more than 100 percent. (10 seconds)

(pull image/explanation from shelby's ppt on growth)

CNET Networks consists of several media and content properties (use graphic as visual) - online...television...radio...and e-business solutions. (8 seconds)

(PRODUCT INFORMATION)
CNET educates visitors about technology and tech products...and delivers all the information you need to find the best computer and technology products...through reviews...editorial coverage...and product comparisons. (14 seconds)

CNET Shopper serves as an online-shopping compass pointing to the best buys on the Web...with instant information on more than one-hundred-sixty-thousand computer and technology products. Users can also find technology product information at CNET Consumer Electronics and CNET Computers.com. (18 seconds)

One of the company’s newest online properties is CNET Enterprise...which caters to business-decision makers with extensive IT content...including business-technology editorial coverage and perspectives from leading industry analysts like the Gartner Group. (16 seconds)
CNET Download.com enables visitors to arm themselves with extensive product information on more than three-hundred-thousand titles by uplinking with CNET’s servers. (11 seconds)

CNET also provides a host of online services...including CNET Help.com...Search.com...and CNET Auctions. (6 seconds)

(TECH NEWS)
CNET News.com delivers tech news first...24 hours a day...including exclusive stories...live event coverage...in-depth analysis of major issues...and interviews with industry newsmakers. News.com has won several of the most prestigious awards in online journalism...including awards from Computer Press...Editor & Publisher...and Marketing Computers. (22 seconds)

The Internet-inspired information age has given people access to financial and investing data that until recently were the exclusive domain of stockbrokers and analysts. CNET Investor provides this content by combining research...opinion...and insight about tech stocks in one convenient location. (18 seconds)

(sound bite from Shelby about how access to information is what makes things like day trading possible - a la the presentation he made to the marketing dept.)

(CNET ENTERTAINMENT)
CNET Music Center and CNET Gamecenter.com educate people and help make entertainment technology more enjoyable and user-friendly. (9 seconds)

CNET Gamecenter.com is a robust destination for hard-core gamers in search of comprehensive gaming content. Gamecenter lets gamers research...sample...and buy games...and gives the latest gaming news...reviews...and downloads. The site also provides a unique comparative shopping service...Game Shopper. (20 seconds)

CNET Music Center helps make sense of music technology with informative and educational content. From MP3 to CD-ROMs...Music Center supplies news...reviews...how-tos...and guides to these and other music-related resources on the Web. (15 seconds)

(MY SIMON)
CNET expanded its reach beyond technology-product information with the addition of My Simon...a comparison-shopping Web site that helps people get the best deals on non-tech consumer products at thousands of online stores. (13 seconds)
(CNET E-BUSINESS SOLUTIONS)
CNET E-business offers Web-centric content... everything from back-end catalog databases...to information about Web hosting...to online marketing tools. (10 seconds)

CNET Data Services helps technology companies break the bottleneck of back-end product inconsistencies by delivering timely...indexed information on manufacturers' PC hardware...peripherals...and software. (13 seconds)

CNET Media Services produces...and distributes online point-of-sale marketing and merchandising tools to manufacturers. CNET Media Services also places product listings on CNET Computers.com and CNET Shopper.com...along with content-enrichment tools...such as streaming audio and video product demos. (20 seconds)

(BROADCAST)
CNET's broadcast arm brings the Internet...e-commerce...and online investing to TV and radio audiences. (7 seconds)

CNET Television features two shows...CNET News.com and CNET TV.com...broadcast on more than 100 stations nationally and in over 100 countries around the world. (11 seconds)

CNET News.com airs twice weekly on CNBC...and provides an in-depth look at the information economy and the businesses shaping it. (8 seconds)

CNET TV.com brings the digital world to consumers...examining the latest trends...the newest forms of e-commerce...and the companies influencing consumer decisions. CNET News.com and CNET TV.com are also featured on the Internet at CNET.com. (15 seconds)

CNET Radio is the first all-tech radio format in the U.S...extending CNET's reach to those on the go who don't have time to log on or flip on the T.V. It airs exclusively in the San Francisco Bay Area on AM 910 with roll-outs across the U.S. expected by the end of 2000. (16 seconds)

(CNET INTERNATIONAL)
CNET International represents CNET's commitment to expanding its services across different markets and continents. CNET Asia is a joint venture between CNET and Asiacontent.com...a leading Asian Internet media network...that brings localized technology news...reviews...product comparisons...and shopping services to Asian markets. CNET Europe will provide similar services to European markets later in 2000. (26 seconds)
(EPILOGUE)
CNET’s cyber-road is paved with more opportunities to provide helpful information to people around the world...online...over the airwaves...by way of broadband...and through streaming technologies. So no matter what you need from technology...CNET is committed to helping you find a solution. (17 seconds)

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