

## **FAQ: CNN ACQUIRES CANOPY TO ACCELERATE THE DEVELOPMENT OF ITS FORTHCOMING DIGITAL NEWS & INFORMATION PLATFORM**

### **What's Canopy?**

Canopy is a Brooklyn and Boston based private personalization architecture company led by Founder/CEO Brian Whitman. The company is made up of a team of proven experts from Spotify, Instagram, Google, Twitter, Flipboard and more who have built much of the personalization layers of the internet that are still in use today. Canopy launched in 2018 and has built a private, explainable and controllable architecture that gives people the power of discovery while keeping their data secure. Canopy combines human curation, on-device machine learning and differential privacy to ensure the best discovery experiences with no personal data ever leaving users' devices.

### **What's NewsCo?**

"NewsCo" is the internal project name for the first product to be released by CNN's Emerging Products & Platforms team. The network [revealed to The Information](#) its intention to develop the news and information delivery platform in late 2019. It will provide users with a highly personalized news and information experience by connecting them with trusted sources, storytellers and creators across a wide range of topics. In addition to addressing consumer needs, it will offer a variety of publishers and content creators new and favorable opportunities to monetize their content.

### **How much did CNN pay for Canopy?**

CNN acquired the teams and assets of Canopy. We are not disclosing the financial terms of the deal.

### **How many people will join CNN from Canopy?**

All 15 members of the Canopy team will join CNN to support the Emerging Products and Platforms team in the development of the "NewsCo" platform and future products.

### **How many people are working on the "NewsCo" project now?**

With the addition of Canopy's team, approximately two-dozen people will be focused on the effort.

### **Canopy is known for its dedication to privacy and security. Will that mission be a cornerstone of "NewsCo"?**

Canopy's data security expertise is part of what made the company so appealing to CNN.

### **What is Tonic?**

Tonic is a discovery app that gives people a personalized selection of reads every day. Tonic is powered by Canopy's private discovery architecture and a team of human curators, ensuring our users are recommended the best of the Internet while their data stays safe and secure on their devices.

### **Will "NewsCo" be Tonic? And will you continue to support the Tonic app?**

No, the “NewsCo” platform is being built from scratch but will benefit from the knowledge and learnings of the team who developed it. We will be phasing out Tonic over the coming weeks in order to focus on new news and information products and platforms.

**Will the Canopy team move to CNN’s offices?**

No. They will all be employed by CNN but will remain in their existing space for the foreseeable future.

**When will CNN launch “NewsCo” and what will it be called?**

CNN is currently focused on research and analysis, evaluating the needs and challenges facing both users and content creators in the digital media space. The addition of Canopy’s team will significantly accelerate the development process. Once that team is fully integrated, we’ll have a better sense of launch date, which is expected within a year. The consumer-facing brand has not yet been determined. Stay tuned.

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