

## Skype launches CNN International multimedia campaign



LONDON: CNN International and Skype have signed an advertising partnership around the network's nightly programme, Connect the World. Skype will advertise around the show's 'Connector of the Day' feature segment and will advertise on the show's website and mobile WAP site. A spot campaign will also run to raise awareness of Skype features. The campaign will play out to CNN audiences in Europe, the Middle East, Africa, Asia Pacific and Latin America from this week.

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