

Magnify to represent CNN Vision content

By Daniele Alcini October 19, 2017



UK-distribution and rights management focused Magnify Media has inked a three-year deal to distribute CNN Vision's factual content, effective immediately.

Anchoring the slate are three original programs, including *In 24 Hours* (17 x 30 minutes; pictured), in which host James Williams shares the "must do" sights of the world's great cities; *Culinary Journeys* (18 x 30 minutes), where top chefs invite viewers into world-famous kitchens; and *Vital Signs* (24 x 30 minutes), exploring the health issues affecting us all.

CNN Vision serves as the global production arm

of CNN International's premium lifestyle content, documentaries and specials.

The deal was negotiated between CNN and Magnify Media managing director **Andrea Jackson**.

"This deal adds a rich seam of quality non-scripted content to Magnify's pipeline. By the very nature of the channel for which they were produced, these shows have global appeal and high production values baked into their soul," said Jackson in a statement. "CNN Vision's portfolio is a great addition to our catalog of hand-picked formats and specialist factual shows."