CBS LAUNCHES CBSN
CBS VISION EYES THE FUTURE

On Nov. 6, CBS News and CBS Interactive launched CBSN, the first digital streaming news network that allows Internet-connected consumers to watch live, anchored news coverage on their connected TV and other devices. The network, now available 24/7, brings the strength of all CBS News resources directly to digital platforms with live, anchored coverage 15 hours each weekday.

CBSN, which takes advantage of the interactivity of digital platforms through a unique video player and on-screen interface, features a 60-minute format delivering live, updated news content from 9:00 AM - midnight ET every weekday. Via DVR-like functionality, it gives viewers full flexibility within each hour to control what they watch and when they watch it, including previous segments and the ability to jump back into live programming seamlessly and across devices.

CBSN is now available on CBSNews.com and its mobile website, key connected TV devices including Amazon Fire TV, Roku players and Roku TV™, and others, as well as the newly launched CBS News app for Windows 8/8.1 and Windows Phone 8/8.1 available through the Windows Store and Windows Phone Store. CBSN will also be available on the CBS News apps for Android and other leading platforms before the end of the year. For more details, go to http://bit.ly/1tLO5Gf
CBS THIS MORNING Co-host Charlie Rose, CBS News Chief Washington Correspondent and FACE THE NATION Anchor Bob Schieffer and CBS EVENING NEWS Anchor and Managing Editor Scott Pelley report during CBS News’ coverage of the 2014 midterm elections inside Studio 57 at the CBS Broadcast Center in New York City on Nov. 4.

- CBS News was the #1 broadcast network for coverage of the 2014 midterm elections on Tuesday, Nov. 4 (10:00-11:00 PM, ET/PT). The primetime broadcast, led by CBS EVENING NEWS Anchor and Managing Editor Scott Pelley and CBS THIS MORNING co-host Norah O’Donnell, was first in viewers (5.41m) and A25-54 (1.3/4) rating/share. In addition to the broadcast coverage, CBS News utilized its Twitter account @CBSPolitics to communicate all election projections and characterizations. CBS News used Twitter and other social media to introduce a new level of transparency into all CBS News political reporting and revealed internal guidance on competitive races as soon as the information was reportable. (Source: NTI)

- NFL ON CBS’s Week 11 single-header coverage on Sunday, Nov. 16 scored an average overnight household rating/share of 11.7/22, up 13% vs. the comparable coverage a year ago. It was CBS’s highest rated singleheader this season and the highest since last year’s 13.3/25 in Week 14 in the 56 metered markets. THE NFL ON CBS’s coverage in Week 11 was highlighted by Denver-St. Louis, Cincinnati-New Orleans, Minnesota-Chicago, Houston-Cleveland and Oakland-San Diego. (Source: NSI)

- Thursday, October 23, WCCO-TV Minneapolis and Make-A-Wish Minnesota accepted the National Events and Brand Campaign Innovation Award at the Make-A-Wish Annual Conference in Scottsdale, AZ. The award comes a few months after WCCO-TV raised more than 18 million frequent flyer miles for Make-A-Wish Minnesota, breaking the previous national record by 9 million.

- Carolyn Connolly has been promoted to Senior Vice President, Human Resources, Simon & Schuster. Since joining the publishing company in 2007 she has served as Vice President, Human Resources.

...Amy M. Young has been named Vice President, Video On Demand and Content Distribution, CBS Network Sales. Young will be responsible for identifying and growing new revenue streams and opportunities for the Network Sales division, with a focus on multi-platform monetization. She will also oversee the development of CBS’s full VOD offering, including programming, strategic growth and marketing and will act as liaison within the Company on multi-platform distribution and cross-platform rights.

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On Nov. 5 & 6, the CBS Vision Operating Committee, which includes the top research officers from all CBS Corporation divisions, convened in New York City to offer updates on their respective divisions and collaborative opportunities between them. On the agenda were discussions regarding some of the media industry’s most pressing questions, including what the consumer is going to do next, and how CBS Research can aid in helping the Company continue to be on the leading edge of the 21st century media landscape.

The meeting, led by David F. Poltrack, the President of CBS Vision and Chief Research Officer of CBS Corporation, included discussions on subjects such as the 2014 television season to date, the new segmentation of a changing media landscape, and the research perspective on results of the recent midterm elections. Attendees also heard presentations from research professionals in several CBS operating areas, as well as special presentations from Nielsen, the Advertising Research Foundation, Statista, Rentrak and more.

Noted CBS President and CEO Leslie Moonves: “Research has always been a key component of this Company. And, as a result of continuing innovations in technology, the ways we collect and analyze our research are becoming more and more valuable all the time. In this context, CBS Vision is our strategic way of staying ahead of the curve and positioning us for the many opportunities before us. I couldn’t be more proud of the work that David and his team are doing in that regard, and look forward to CBS Vision’s contributions to our future success.” Echoed Poltrack: “The extraordinary commitment of Leslie Moonves in establishing CBS Vision and funding its state-of-the-art research facility at the Television City Research Center in the MGM Grand Resort and Casino in Las Vegas has allowed us to provide comprehensive research support to all of the company’s business units. Constantly expanding in scope and volume, this Center has put CBS at the forefront in the research industry, helping the Company make informed judgments involving all of its assets while opening up new opportunities in the developing direct-to-the-consumer media marketplace.”

Created in 2006 and headed by Poltrack since its inception, CBS Vision works with research suppliers including Nielsen, Rentrak and comScore, as well as industry organizations such as the Advertising Research Foundation, the Marketing Science Institute and the Coalition for Innovative Media Measurement, to provide foundational research on consumer behavior and offer insights on emerging technologies, media consumption patterns and advertising value. For more information, go to CBS Vision’s launch release from January 2006: http://www.cbscorporation.com/news-article.php?id=60
CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements. CBS Corporation's news releases and filings with the Securities and Exchange Commission including but not limited to its most recent Form 10-K and Form 10-Qs, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances. For more information about CBS Corporation, see the Company's news releases and filings with the Securities and Exchange Commission which can be found on the CBS Corporation website, www.cbscorporation.com, in the "News" and "Investor Relations"sections, respectively.

ANGLE PRIDE

On Friday, Oct. 17, members of CBS Angle, the Corporation's LGBT employee resource group and RAD gathered after work for an exclusive screening of the latest CBS Film, PRIDE. The critically-acclaimed comedic drama starring Bill Nighy, Imelda Staunton, Dominic West, Paddy Considine, Andrew Scott, Joseph Gilgun, George MacKay and Ben Schnetzer opened in New York, Los Angeles and San Francisco on Sept. 26 and immediately became one of the better performing limited releases this year. Trailer at: http://tinyurl.com/ktf38js.

CBS ENTERTAINMENT DIVERSITY SCREENINGS PRESENT NEW CBS AND CW SERIES

Recently at CBS Studio Center, CBS Entertainment Diversity continued its popular diversity screening series by holding two "word of mouth" showings of CBS's new drama STALKER and THE CW's new dramedy JANE THE VIRGIN. The audience at the STALKER screening (above) was comprised of members from the Asian Pacific American Media Coalition, a partner of the CBS Entertainment Diversity department and East West Players, the nation's premier Asian American theater organization. Vice President of CBS Current Programming Eric Kim and STALKER star Maggie Q participated in a Q&A after the screening. ... The JANE THE VIRGIN screening was held for the Latino Premiere Club — a partner of the National Hispanic Media, whose goal is to ensure that Latinos are fairly and accurately portrayed in film and television. Attendees from both screenings have taken to social media to promote both series.

CBS CORPORATION REPORTS THIRD QUARTER 2014 RESULTS

On Nov. 5, CBS Corporation reported results for the third quarter of 2014, which included higher revenues and adjusted diluted earnings per share compared with the same prior year period. Among the highlights:

- Revenues were up 2% to $3.4 billion.
- Diluted Earnings Per Share (EPS) were $3.03 on a gain from the CBS Outdoor split-off.
- Adjusted diluted EPS was up 6% to $.74.

Commenting on the results, CBS President and Chief Executive Officer Leslie Moonves said: “Our third quarter growth reflects the success of our efforts to create and monetize our premium content. I am particularly pleased with the CBS Television Network’s encouraging start to the fall season, which has reloaded our owned content pipeline in a big way with MADAM SECRETARY, SCORPION, and NCIS: NEW ORLEANS, along with new owned hits from Showtime and The CW. ... Our local businesses had a strong quarter as well, including increasing political spending and higher retransmission consent fees. Also during the quarter, we renegotiated new station affiliate contracts with LIN Media, Tribune Broadcasting, Media General and Gray Television, with more to come later this year, bringing us that much closer toward our stated goal of $2 billion in retransmission consent and reverse compensation revenues by 2020. ... “We are also capitalizing on growing consumer demand by expanding into emerging platforms. This includes the recent launch of CBS All Access, which allows our "super fans" to watch CBS wherever they are. At the same time, we are returning more value to shareholders than ever before, and we continue to have great confidence in our future as a content company in this ever-expanding marketplace.” For more information, go to www.cbscorporation.com