



### Empowering CNN Newsrooms Against Synthetic Content

Today, verifying high-stakes deepfakes at CNN requires a 6-step manual process taking hours to days, costing six figures, and still missing sophisticated fakes that can cause multi-seven-figure brand damage.

Zerker automates this with real-time screening and forensic-grade explainability, enabling decisive action in minutes with stronger evidence — cutting both cost and turnaround by more than 10x. Our API-ready solution integrates seamlessly into existing CNN workflows.

- ✓ **Real-Time Efficiency:** Replace 6-step manual workflows with automated screening, reducing review time while increasing detection accuracy.
- ✓ **Editorial Integrity:** Protect CNN's credibility through explainable AI detection, preventing costly delays and brand reputation risks.
- ✓ **Scalable Integration:** Seamless transition from pilot to enterprise deployment through proven API architecture.

### Phase I: Commercial Pilot to Full Rollout



#### Step 1: Commercial Pilot & Business Case Validation

Deploy Zerker with select CNN newsroom teams through API integration. Validate key assumptions: team count, user access patterns, and monthly video volume. Co-create ROI model demonstrating measurable efficiency gains and brand protection value for newsroom operations.

Outcome: Proven newsroom value & metrics

Duration: 1-3 months



#### Step 2: Expanded Validation & Workflow Optimization

Scale to additional newsroom departments based on pilot success. Conduct listening tour across editorial teams to refine workflows and gather feedback. Establish bi-annual value assessments measuring editorial efficiency improvements and quantifiable brand protection ROI.

Outcome: Optimized workflows & expanded proof

Duration: 6-12 months



#### Step 3: Enterprise Rollout & Strategic Expansion

Deploy across all CNN newsroom operations with proven workflows and established ROI metrics. Transition to enterprise-wide synthetic content protection infrastructure. Establish foundation for Phase II affiliate monetization and Phase III consumer solutions based on newsroom success.

Outcome: Enterprise deployment & Phase II readiness

Value: 1-10x ROI