**C-SPAN**®

## C-SPAN, bit.ly Launch Partnership

### *bit.ly to provide tailored cs.pn URLs*
### *for links to C-SPAN content and links sent by C-SPAN*

(July 7, 2010) – C-SPAN today announces a partnership with bit.ly, the Internet service that allows users to shorten, share, and track links (URLs).

As a bit.ly enterprise client, C-SPAN will use "cs.pn" for shortening URLs that link to C-SPAN content.

The cs.pn URL will benefit directly and primarily individuals who connect to C-SPAN's educational resources through social media.  C-SPAN social media consumers will recognize the cs.pn URL for delivering content directly associated with or created by C-SPAN, and therefore be assured that it corresponds with the C-SPAN public service mission.

Examples of the new cs.pn URL in action:

URL without cs.pn:  http://www.c-spanvideo.org/program/294262-1
URL using cs.pn:  http://cs.pn/bab3DJ

URL without cs.pn:  http://www.c-span.org/Topics/Gulf-Coast-Deepwater-Horizon-Oil-Spill.aspx
URL using cs.pn and a custom keyword: http://cs.pn/Gulfoilspill

"Our partnership with bit.ly empowers C-SPAN viewers and followers to better identify and share relevant public affairs content and discussion," says C-SPAN co-president Rob Kennedy. "The cs.pn short URL helps make C-SPAN's unfiltered coverage and additional resources more easily recognizable in the social media environment, while making it easier for audience to share our links on platforms like Twitter."

"We're very pleased to work with C-SPAN to further its public service mission, and to help people identify quality public affairs content online," says bit.ly GM Andrew Cohen.

**About C-SPAN:** C-SPAN was created by America's cable companies in 1979 as a public service and programs three public affairs television networks (C-SPAN, C-SPAN2 and C-SPAN3); C-SPAN Radio, a Washington, D.C. public affairs FM radio station also distributed by XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit www.c-span.org.

**About bit.ly:** bit.ly is a tool to shorten, share and track URLs. Launched in July 2008, bit.ly is one of the largest sharing platforms on the web, with 4.7 billion clicks on bit.ly links each month. bit.ly offers two services for web publishers: bitly Pro for Bloggers and Small Business; and bitly Pro for  Enterprise.