

THE WALL STREET JOURNAL.

Dow Jones Company, Inc.

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By [SHIRA OVIDE](#)

December 7, 2009 - CNN.com is investing in Outside.In, a start-up that feeds neighborhood blogs and other local news and information to the Web sites of newspapers, TV stations and other media.

The investment, whose size the [Time Warner Inc.](#) Web site declined to disclose, comes as news organizations seek more local information about high school sports, eateries and social events, in which they see an untapped market. Outside.In and a growing cadre of start-ups either hire people to write neighborhood news, or collect and organize dispatches from local citizens, news outlets or bloggers.

MSNBC.com, a joint venture of NBC Universal and [Microsoft Corp.](#), this summer acquired EveryBlock, which feeds crime reports, restaurant health inspections and other data to news organizations' Web sites. AOL Inc. recently acquired the local-news network Patch.

CNN.com, which is part of Time Warner's Turner Broadcasting, plans to carry the Outside.In dispatches on its own Web site—the biggest push into local news so far by one of the most popular national news outlets in the country. CNN and other Turner sites had nearly 64 million unique visitors in October, according to comScore Inc.

Outside.In already feeds neighborhood information to the Web sites of several news organizations, including Tribune Co.'s Chicago Tribune newspaper and local newspapers and TV stations owned by [Media General Inc.](#) It also works with Dow Jones & Co.'s local newspapers and the New York Post, which like The Wall Street Journal, are owned by [News Corp.](#)

On the Web site of the Chicago Tribune, a person who lives in the western suburbs of the city can click on a map showing information ranging from news of a missing local girl to the local Humane Society's pet of the week. The information is culled from Tribune Co.'s own publications and from blogs such as Eat Right Around Chicago.

Outside.In's existing lead investor has been Union Square Ventures. CNN.com declined to say how much of a new, \$7 million fund-raising round came from its own coffers.

"We thought this investment was an opportunity to augment international, national, regional and city coverage with down-to-the-neighborhood level coverage," said KC Estenson, the general manager and senior vice president of CNN.com.