



# Newsy launches on Watchable, Comcast's cross-platform video service

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**CINCINNATI** – Newsy, the over-the-top video news service that brings context and perspective to its growing video audience, today debuts on Comcast's new cross-platform video service [Watchable](#) as a premiere launch partner. Newsy is a wholly-owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

Newsy's world and national news videos, covering verticals including politics, entertainment, science and tech, will be available on-demand through the Watchable platform, which consumers can access on mobile, web and TV via Comcast's cloud-based cable TV operating system, X1.

"With Watchable, Comcast is building a platform that speaks directly to our young, well-educated and constantly connected audience," said Blake Sabatinelli, general manager of Newsy. "Our partnership with Watchable expands upon our mission to deliver 'news with the why' to our current customers while connecting us with new ones as well."

With a growing millennial audience across mobile, web and connected TV devices, Newsy is known for delivering video news and analysis of the top stories from around the world — but without the hype and bias found in some cable and digital news outlets. Newsy advances understanding of the day's news by offering multiple viewpoints in its fresh take on video journalism and reporting.

"We think Watchable can be a unique place that curates and distributes the best content from some of the most recognized brands and producers on the web," said Sam Schwartz, chief business development officer for Comcast Cable.

All Watchable beta content is supported entirely through advertising. Users can browse a full list of shows, organized by categories like Auto, Entertainment, Fashion & Style, Food & Travel, Funny, Gaming, Music, News, Science & Technology and Sports.

In addition to Newsy, Watchable offers short-form videos from about 30 digital partners including AwesomenessTV, BuzzFeed, Machinima, Vice, Vox, Maker Studios, PopSugar and Refinery29.

## **About Newsy**

[Newsy](#) is a millennial-focused digital video news service that provides "news with the why," built to inform and engage by delivering today's top stories across platforms. Its content is available in on-demand and linear formats on over-the-top (OTT) services including Roku, Amazon Fire TV and Google Chromecast; connected television; on mobile for iOS, Android, Kindle Fire and Windows devices; and at [newsy.com](#).



**About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company with two primary businesses, Comcast Cable and NBCUniversal. Comcast Cable is one of the nation's largest video, high-speed Internet and phone provider to residential customers under the XFINITY brand and also provides these services to businesses. NBCUniversal operates news, entertainment and sports cable networks; the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.

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