



Cracked launches Roku channel as it expands its humor brand into over-the-top video

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CINCINNATI – Cracked, the leading digital-media humor brand for millennials, has launched a channel of original award-winning video content on the Roku® streaming platform.

The Cracked channel features both daily videos and long-running series, including the popular “After Hours,” “Honest Ads” and the recent hit “We’re Not Alone.” Cracked is also launching content exclusively on Roku, beginning with the three-part Cracked Studios series “Tales to Get Scared To.” The first episode of the Halloween-focused video series will debut on Roku on Oct. 10, two days before the content is available on other channels, including Cracked.com and YouTube. Other episodes will be released early on Roku on Oct. 17 and 24.

Cracked already has garnered success in the comedy-focused streaming video ecosystem, with 1.2 million subscribers to its YouTube channel. Cracked is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

With its Roku channel, Cracked continues its expansion into the OTT video ecosystem. It previously launched on Pluto TV and connected TV platform Xumo. Cracked ranks in the top tier of digital humor-focused brands and has a strong following among younger consumers, especially affluent millennial males.

“The Cracked brand resonates with younger viewers who are seeking their news and information with a comedic tilt,” said Ed Lee, vice president, content acquisition, Roku. “Bringing Cracked onto the Roku platform helps us continue to deliver best-in-class content across genres to meet the growing demands of our viewers.”

“Bringing Cracked to Roku gives our loyal fans a new way to enjoy watching our high-quality content on their big screens,” said Mandy Ng Rusin, general manager of Cracked. “It gives us the opportunity to connect with a new audience, and the brands we work with welcome the ability to reach millennials on this new platform.”

To access Cracked on Roku, simply add the Cracked channel from the Roku Channel store.

About Cracked

[Cracked](#) is a multi-platform satire brand that informs and entertains millennial audiences through a high-traffic website, mobile apps, original digital video, social media and a popular podcast. Cracked’s award-winning editorial team has been known for decades for smart humor that blends comedy and satire with social criticism.

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