



Sling TV bolsters news coverage for millennials with addition of Newsy

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CINCINNATI – Newsy, the fast-growing over-the-top video news brand that serves the millennial audience, launched today on Sling TV, the live and on-demand over-the-top television service.

Newsy will be available to [Sling TV](#) customers who subscribe to the “Best of Live TV” package. Viewers will have immediate access to Newsy’s lineup of constantly updated on-demand content, including coverage of world and national news, culture, technology, science, policy and other stories. Subscribers also will receive Newsy’s live stream in the coming months. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

“Launching Newsy on Sling TV brings our brand of news for younger Americans to a platform that is catering to those who don’t subscribe to traditional pay TV,” said Blake Sabatinelli, general manager of Newsy. “Sling TV subscribers are a perfect fit for the unique take on news and entertainment that we provide. Our team’s approach to bringing context to the day’s big stories adds much-needed perspective viewers won’t get from old-school news brands.”

Sling TV launched in the first quarter of 2015. For \$20 a month, subscribers can access Newsy and more than 20 other channels including ESPN, AMC and Food Network in the service’s Best of Live TV package. Customers can choose to customize their entertainment experience with the addition of HBO for \$15 per month and Cinemax for \$10 per month. Additional a la carte-like add-ons include “Sports Extra,” “Hollywood Extra,” “Kids Extra,” “Lifestyle Extra,” “World News Extra,” “Broadcast Extra” and Spanish language add-ons “Best of Spanish TV,” “Deportes Extra” and “Películas & Novelas Extra,” each for \$5 per month.

Newsy is available to Best of Live TV customers on all Sling TV supported devices.

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 Apple TV, Watchable from Comcast, Pluto TV, Roku, Amazon Fire TV and Google Chromecast; connected television including Xumo; on mobile for iOS, Android and Kindle Fire; and at [newsy.com](#).

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