



Xumo taps Newsy as news content partner on its smart TV platform

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CINCINNATI – Viewers of Newsy, the leading over-the-top video news service that brings context and perspective to a growing millennial audience, will now have another way to access its content. As part of a deal announced today, Newsy will offer a channel on Xumo, a new connected TV technology platform that provides free access to programming across multiple content delivery options.

The partnership provides for easy viewing of Newsy's live and on-demand content on smart television sets. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

The deal is the latest in Newsy's growing roster of OTT distribution partners, which also includes Comcast's Watchable, Pluto TV, Roku and Amazon Fire TV. Xumo viewers will be able to view Newsy via Newsy Live, a continually updated feed of the day's top stories as well as hourly updates from the newsroom, as well as on-demand.

"With connected TV households reaching majority this year, Newsy's partnership with Xumo is all about positioning the company to deliver our brand of journalism when and where our younger audience is seeking it," said Blake Sabatinelli, general manager of Newsy.

Xumo sought to strengthen its news offerings with Newsy's world and national news coverage across verticals including politics, entertainment, science and technology. Newsy is known for delivering video news and analysis of the top stories from around the world, without the hype and bias found in some other news providers.

"Newsy provides an intelligently unique, modern perspective on the day's top stories, from breaking news to entertainment to technology," said Colin Petrie-Norris, CEO of Xumo. "Its digital-first approach to journalism aligns with the Xumo mission of distributing content that interests and delights consumers in an easy viewing experience."

Xumo is a connected TV technology platform that provides viewers with a smart, user-friendly, intuitive, lean-back experience while streaming the best over-the-top content direct to smart TVs.

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

About Xumo



[Xumo](#) is a connected TV technology platform providing advanced advertising and content services to device manufacturers and developers. The Xumo platform can power both over-the-top (OTT) broadcast and video-on-demand (VOD) white-label solutions with dynamic ad insertion, content recommendations and social functionality. Leveraging technological advancements through which living room devices have become both connected and aware, Xumo offers multiple ways to reach, engage and monetize consumers within the home.

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