



Newsy announces Original Series, Brand Studio at its first NewFront

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CINCINNATI – Over-the-top video news network Newsy debuted editorial content set to launch this summer and unveiled premium advertising opportunities to help brands reach a millennial audience at its presentation for the Digital Content NewFronts on Monday.

With Newsy Original Series and the Newsy Brand Studio, the network has created valuable new vehicles for connecting brands with sought-after audiences.

Newsy's award-winning team is known for its analysis and perspective on the day's top stories, spanning world and national news, policy, culture, science and technology. Newsy also is making a mark through its election-season reporting from the campaign trail, with coverage focusing on issues important to the younger generation of voters.

To expand on its mission to create the leading news network for the next generation, Newsy General Manager Blake Sabatinelli announced the launch of **Newsy Original Series**, with three programs set to debut in the coming months. The series offer high-quality video content for advertisers looking to engage with an affluent, highly educated millennial audience.

Christina Hartman, vice president of news, unveiled Newsy Original Series "**Asking For a Friend**," which investigates — with a heavy dose of humor — taboo questions about subjects such as the complexities of polyamorous relationships; how to deal with an ex; what it's like to be a woman using a dating app; and how to know if you have low testosterone. View the "Asking For a Friend" trailer [here](#).

Also on the Newsy Original Series lineup for 2016 are:

- "**Americanize Me**," which looks at how generations of immigrants in the U.S. have added their native foods to the American menu. This series celebrates American diversity through a melting pot of food — from cashew chicken to chimichangas to fortune cookies. View the "Americanize Me" trailer [here](#).
- "**The Blind Spot**," which covers the history that millennials lived through but wasn't covered in school. While an entire generation was being born or teetering on toddlerhood, major events of the mid-'80s and '90s were happening that continue to shape relevant discussions today. From Rodney King to the Oklahoma City bombing, this series uncovers stories from the younger generation's history blind spot. View a trailer for "The Blind Spot" [here](#).

Sabatinelli also introduced **Newsy Brand Studio**, which offers brands and agencies compelling native video advertising solutions and builds on Newsy's robust pre-roll and mid-roll opportunities. Beginning this year, brands can take advantage of exclusive sponsorship opportunities with the Newsy Original Series.

“The Newsy Brand Studio is a one-stop-shop for advertisers, with a team that works with you to create fresh, authentic video content that speaks to your desired audience and then distributes it directly to consumers through our unmatched over-the-top network — driving truly effective brand lift,” said Sabatinelli.

Newsy continues to expand its distribution across the top OTT services, including Sling TV, Roku, Watchable from Comcast and Apple TV, which named it a Best New App of 2015. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

Newsy also boasts a growing syndication business with partners including AOL, MSN and hundreds of other top publishers. This growing footprint is expected to help Newsy exceed 1 billion video views by the end of the year.

For more information about Newsy content and advertising opportunities, contact Blake Sabatinelli at blake@newsy.com.

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, Sling TV, Watchable from Comcast, Channel Master, 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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