

## Newsy's expansion into cable continues with agreements covering 26 million homes

*Newsy's national news programming lineup is on track to be available in about 40 million U.S. homes by the end of 2018*

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**CINCINNATI** — In a significant step toward expanding Newsy into a full multiplatform national news network, The E.W. Scripps Co. (NYSE: SSP) has signed distribution agreements with several of the country's largest cable companies covering nearly 26 million subscribers, ensuring Newsy's broad availability in U.S. television households.

The new agreements with Comcast, AT&T, Spectrum and several other services solidify the Newsy brand's prominence and reach, Scripps President and CEO Adam Symson said. Newsy is already nearly fully deployed across over-the-top service providers, including SlingTV and YouTubeTV.

"These companies have welcomed Newsy in part because of the terrific traction it has received with millennial audiences on OTT," said Symson. "Given that the vast majority of Americans have cable or satellite service, Newsy's programming will help these companies retain the younger customers who are looking for the alternative to the noise on today's cable news channels.

"For Scripps, the extension of Newsy's brand into cable is a way to further develop dual revenue streams, adding carriage fees to advertising dollars even as we expect to retain a low digital cost structure."

Newsy features in-depth coverage of the day's U.S. news and stories from around the world, crafted by and for millennials. Newsy's storytelling is wrapped into a new original programming lineup that includes the evening newsmagazine "The Why," the morning show "The Day Ahead," and the newsmaker spotlight program "30 Minutes With." Newsy's programming strategy reflects its signature approach – insight, context and sources focused on solutions – and has garnered a loyal audience of 18-34 year-olds.

Comcast transitioned approximately 6 million subscribers to Newsy in October. With a long-term carriage agreement in place, Scripps expects Newsy to reach a total of 10 million Comcast subscribers by the fourth quarter of 2018. Scripps also has renewed its broadcast television retransmission agreement with Comcast, which now includes its seven Scripps legacy stations beginning Jan. 1, 2020.

### **About Scripps**

[The E.W. Scripps Company](#) (NYSE: SSP) serves audiences and businesses through a growing portfolio of television, radio and national media brands. With 33 television stations, Scripps is one of the nation's largest independent TV station owners. Scripps runs an expanding collection of local and national journalism and content businesses, including [Newsy](#), the next-generation national news network; podcast industry leader [Midroll Media](#); and fast-growing national broadcast networks [Bounce](#), [Grit](#), [Escape](#) and [Laff](#). Scripps produces original programming including "[Pickler & Ben](#)," runs

an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the [Scripps National Spelling Bee](#). Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

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