



Newsy to unveil new content, advertising opportunities at its May 8 NewFront event

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CINCINNATI – Newsy, the national news network for the next generation, will gather top brand marketers and agency media buyers as it unveils new content, advertising opportunities and platform announcements at its second NewFront event.

Newsy’s presentation takes place at Cedar Lake in New York City from 6 to 8 p.m. on Monday, May 8.

At the cocktail event, Newsy also will reflect on the rapid expansion of its distribution across cable, web and over-the-top platforms in 2016, including the launch of Newsy Live on OTT and traditional cable systems and successful partnerships with the industry’s biggest platforms.

This growth has helped make Newsy one of the most-watched news channels across popular streaming video platforms, with 1.3 billion views in 2016 and average viewing sessions upward of 37 minutes on Newsy Live.

“People are consuming more news than ever before, but unlike other news networks, Newsy’s audience is young and engaged,” said Blake Sabatinelli, general manager for Newsy. “Newsy has taken a fresh approach to curating news that matters to the next generation and then delivering it in all the places they’re already seeking content.”

Newsy will share details on opportunities for advertisers looking to reach millennials across its growing footprint as it unveils new content announcements and branded integrations. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

For more information or to request an invitation, email newfronts@newsy.com. Space is limited and RSVPs are required.

The Digital Content NewFronts is an annual series of events founded in 2012 and committed to the creation of valuable partnerships between brands and native digital content. The full program lineup can be found at iab.com.

About Newsy

[Newsy](http://newsy.com) is an over-the-top news network 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 Hulu, Apple TV, Sling 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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